SEPTEMBER 27, 1954 TECHNOLOGY DEPT. 35c PER COPY

BROADCASTING TELECASTING

NEWSPAPER
Dec54 H-E
Detroit - Michigan
96 Putman Dr
Technology Dept
Detroit Public Library
M8143
B 100

IN THIS ISSUE:

WCKY IS
PUBLIC LIBRARY
DETROIT

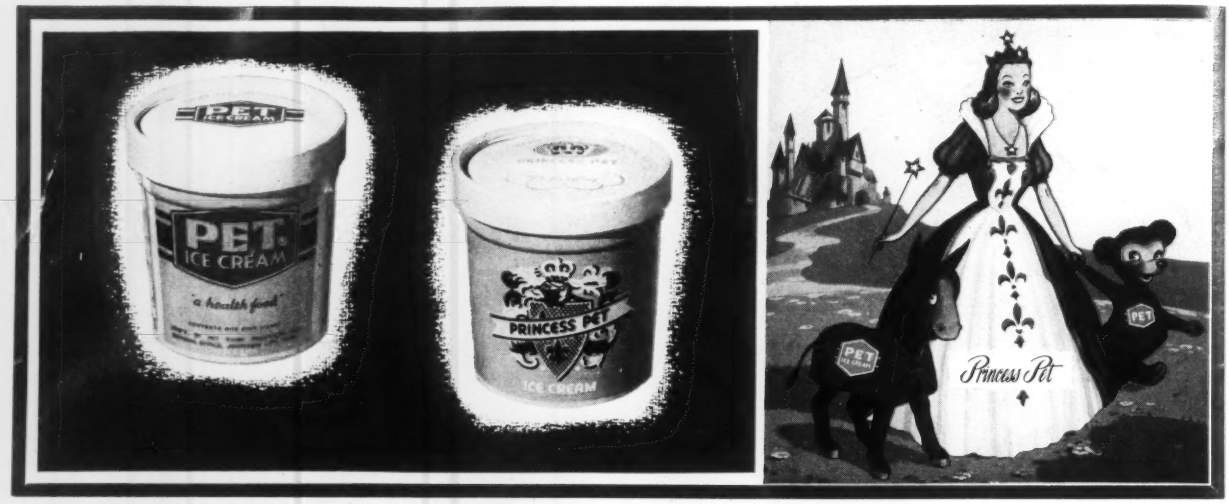
Celebrating

25 YEARS of PUBLIC SERVICE

and STILL DOING THE REAL JOB FOR THE ADVERTISER

23RD year

FIFTY THOUSAND WATTS OF SELLING POWER L. B. Wilson WCKY CINCINNATI



PET DAIRY PRODUCTS COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

PET Dairy Products Company has always been a pioneer in finding new uses for the products of America's dairy farms, improving their quality and increasing their consumption. The company continues intensive scientific research and with equal diligence, continues in its efforts to improve advertising and merchandising techniques.

That's part of a complete job; a never-ending effort to find newer and better techniques. By doing a complete job in programming entertainment and public service, Havens & Martin, Inc., the pioneer in Virginia, continues to build even larger and more loyal audiences that mean sales results from Richmond to the rich areas throughout Virginia. Join the other advertisers using WMBG, WTVR and WCOD, the First Stations of Virginia.

Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

WJIM

CHANNEL 6

JACKSON

T

LANSING

BAY CITY

FLINT

V

SAGINAW

GRAND RAPIDS

BATTLE CREEK

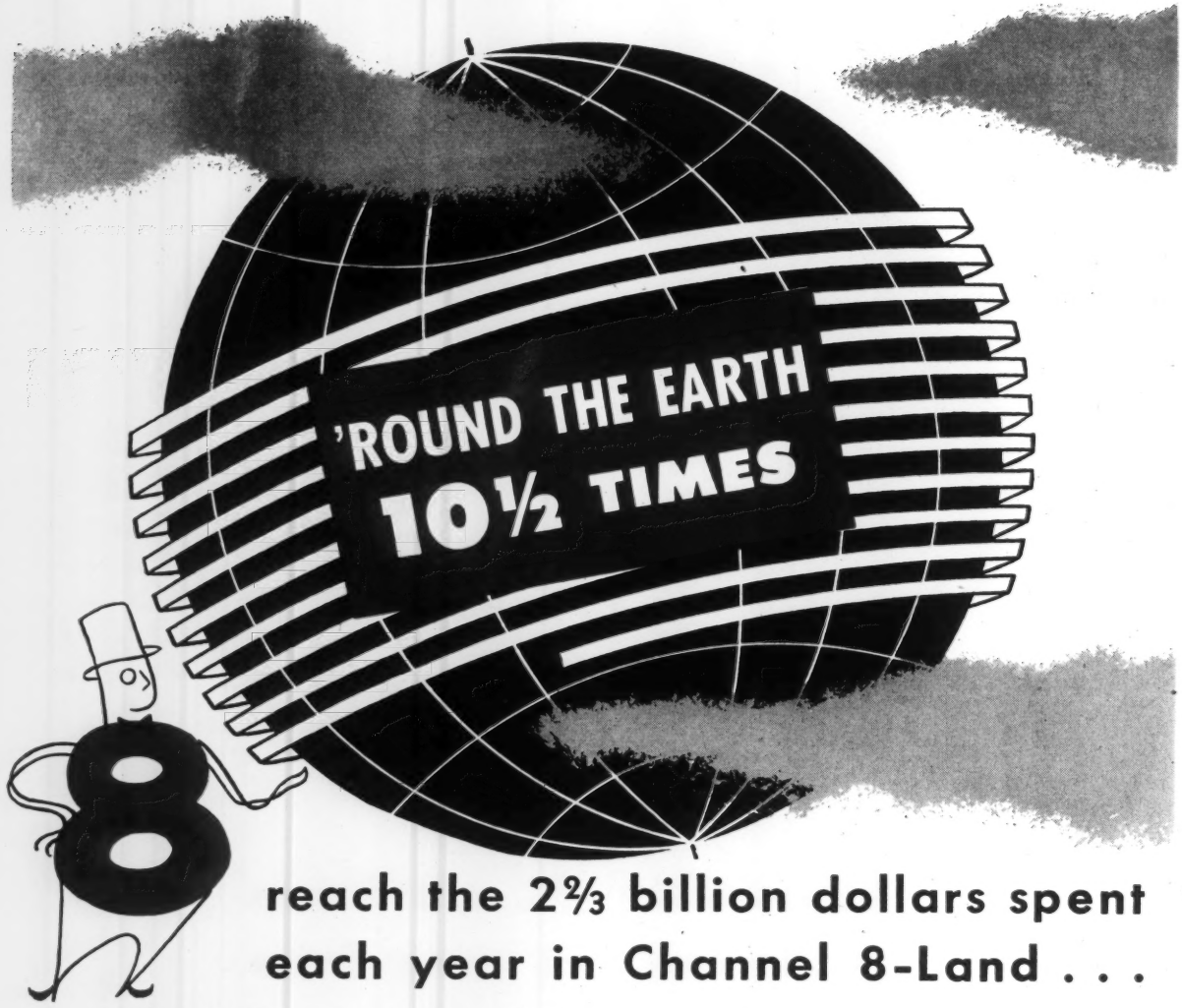
Coverage that Counts!

7 major Michigan markets for NBC, CBS and ABC

Now 100,000 watts!

Edward Petry & Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



reach the 2⅔ billion dollars spent each year in Channel 8-Land . . .

. . . that is if all these paper dollars were laid end to end. This is one way of saying that 2⅔ billion dollars is a tremendous amount of money. In vast, rich Channel 8-Land, 2⅔ billion dollars is spent each year in retail sales; effective buying income is 4½ billion dollars. Use this super-powered station to get your share of this rich profit potential.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 watts

SUPER-POWER

STEINMAN STATION

Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

closed circuit®

UNSPECTACULAR figure of $35.50 per thousand viewers is estimate of advertisers for first of season's NBC-TV spectaculars, "Satins and Spurs." It's understood to be highest cost per thousand in the history of tv.

★ ★ ★

BULOVA Watch Co., which severs its relationship with Biow Co. Jan. 1 (see story page 34), will take 30 to 60 days before announcing its new agency affiliation. Among projects watch firm is said to be considering: (1) possibility of appointing new agency to be formed by Terrence (Terry) Clyne, senior vice president in charge of radio and television for Biow Co., who resigned because of "policy differences" ten days before Bulova-Biow cleavage after being associated with agency for eight years; (2) naming Reggie Schuebel Inc. (Miss Schuebel pioneered Bulova Co. in its early plunge into radio time signals), or (3) accepting one of at least ten bids that have been presented by as many other advertising agencies in field, among them Kudner and Wm. Esty Co.

★ ★ ★

KEY QUESTION before Bricker Investigating Committee, i.e., whether networks should be licensed and regulated by FCC, may boomerang. There's sentiment supporting view that networks not only should not be licensed but that existing chain monopoly regulations, which became effective in 1941, should be repealed. Thus controls would be vested in Dept. of Justice under anti-trust laws with precedent probably that of motion picture consent decree on block booking of films.

★ ★ ★

WHEN FORD FRICK, baseball commissioner, meets with Hal Fellows, NARTB president, some time after World Series to discuss plight of minor league baseball, at issue will be whether there will be any regularly scheduled daily major league broadcasts or telecasts next season. Mr. Frick is under tremendous pressure, it's learned, to issue blanket regulation against any major league broadcasts reaching areas where minor league games are being played on same day. He has in mind proposed "game of the week" in lieu of games of the day. But it's foregone conclusion that any effort to further restrict broadcasts and telecasts will bring new litigation.

★ ★ ★

ROBERT M. HUTCHINS and W. H. Ferri, president and vice president respectively of Fund for the Republic underwritten by Ford Foundation, have been in consultation with Frank Stanton, president of CBS, Sylvester L. (Pat) Weaver Jr., president of NBC, and other industry leaders looking toward television project to promote civil liberties. Fund planning envisages decision on tv project within 60 days.

★ ★ ★

NAME HEARD with increasing frequency in connection with White House FCC liaison is Charles F. Willis Jr., 36-year-old assistant to Sherman Adams, assistant to President Eisenhower. Native of Beaumont, Tex., but educated in Maryland and Florida, Mr. Willis' background is largely in aviation. He was Navy flyer during last war. He spearheaded Eisenhower Club in 1951 which became Citizens for Eisenhower. He is married to daughter of Harvey Firestone.

★ ★ ★

NBC AFFILIATES still have their fingers crossed on Canadian Pro Football broadcasts after five weeks. While game is faster and commentary is good, stations report enthusiasm on part of audiences is lacking because of casual interest in teams. So far there has been no display of "home team spirit" and with collegiate and U. S. pro competition, stations are fearful Canadian version won't take hold.

★ ★ ★

FCC'S NEW political broadcast rules, commanding no discrimination against political candidates on "commercial" broadcasts, haven't settled confusion. To take advantage of "discount" provisions, state organizations are talking of buying bulk time, with all candidates to be accorded frequency discounts, citing FCC's own examples of what's done for such bulk buyers as General Foods, Procter & Gamble, Lever Bros. and others.

★ ★ ★

HAROLD COWGILL, former general manager of WTVP (TV) Decatur, Ill., and formerly on staff of Segal, Smith & Hennessey, Washington attorneys, reportedly is under consideration for appointment as chief of FCC's Common Carrier Bureau. Prior to joining Segal firm, he had been on FCC staff.

★ ★ ★

ONE possibility for successor to Alexander Stronach Jr. as ABC vice president in charge of tv network (see early story page 44) understood to be Ernest Lee Jahncke Jr., now ABC vice president and assistant to President Robert E. Kintner.

★ ★ ★

FRANCIS CONRAD, director of ABC Radio, Hollywood, reportedly is resigning, with Henry Woodworth, in ABC network sales in New York, scheduled as successor.

the week in brief

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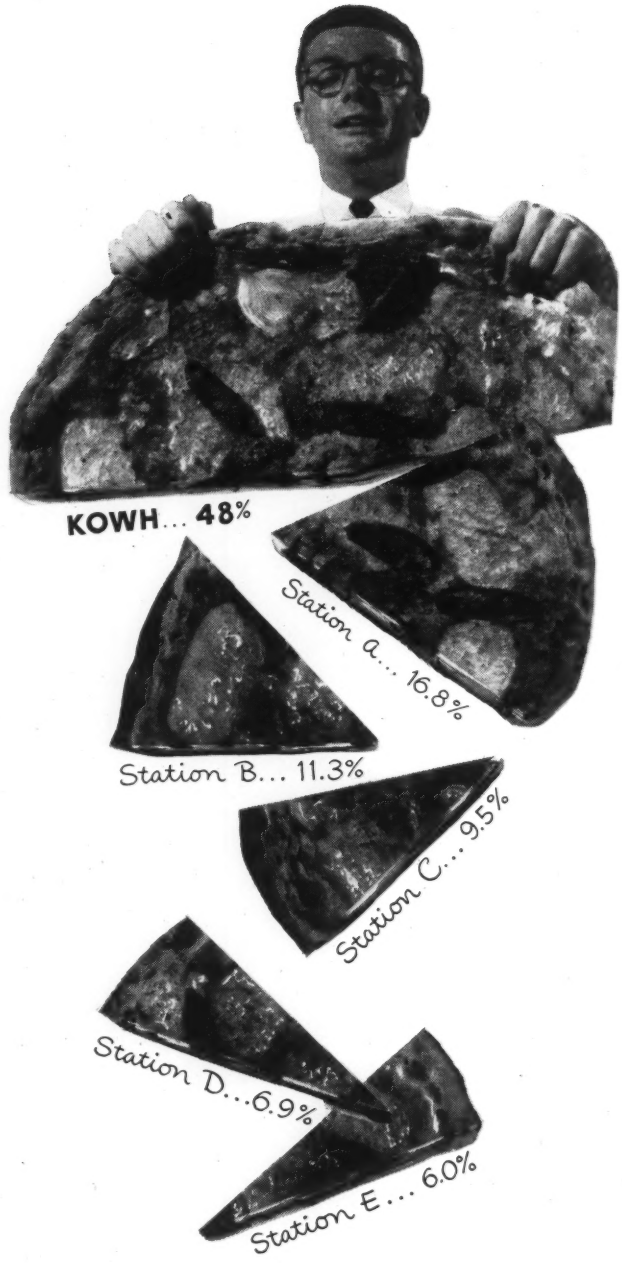
Radio station with a big pizzarating...



If the number of pizza pies it sells is not the measure of a radio station, don't tell Caniglia's Pizza House, Omaha. This restaurant-bakery is about to build another addition, fourth in a series of expansions at least partly attributable to one spot a day on Omaha's KOWH. This has been virtually all of Caniglia's advertising.

KOWH whets Omaha appetites for pizza with the same success attained for many other national, regional and local advertisers. Something would be amiss if it didn't, because much of the time KOWH is talking to more people than all the other stations put together. Operating within a format of top tunes and unexcelled local news, KOWH's air personalities out-Hooper everything else in Omaha in every single daily quarter hour save three. Average share of audience: A.M.—***46%***; afternoon—***49.3%***; all-day—***48%***. (July-August Hooper Monday through Saturday, 8 a.m. to 6 p.m.) Second station: 16.8%; third station, 11.3%.

KOWH has dominated Omaha radio, with first place ratings, for the past three years without a break.

Get Station Manager Virgil Sharpe to equate KOWH's cut of Omaha pie to your cut of the Omaha market. Or talk to an H-R man.

MID-CONTINENT BROADCASTING COMPANY
General Manager: Todd Storz

WHB, *Kansas City*
Represented by
John Blair & Co.

WTIX, *New Orleans*
Represented by
Adam J. Young, Jr.

KOWH, *Omaha*
Represented by
H-R Inc.

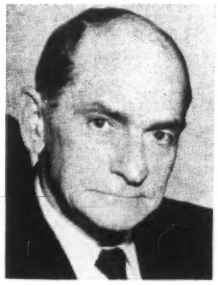
KOWH
OMAHA

at deadline

WILL McCONNAUGHEY BE FCC CHAIRMAN? PRESIDENT MAY SETTLE IT THIS WEEK

BARRING eleventh hour switch, appointment of George C. McConnaughey of Ohio as member of FCC, and probably new chairman, is expected this week from Denver summer White House.

President Eisenhower, in announcing last Wednesday (Sept. 22) acceptance of resignation of George E. Sterling of Maine, said new commissioner would be named soon. Report was current Friday, as B•T went to press, that President might make announcement upon his return to Denver over weekend.



MR. McCONNAUGHEY

Still in contention for post is Lewis E. Berry, 40, deputy department counselor of Army, and personal friend of Sen. Charles Potter (R-Mich.). Mr. McConnaughey, now chairman of Renegotiation Board, is believed favored by White House [B•T, Sept. 20].

Report also developed that Administration had been asked to name an engineer to succeed Engineer Sterling, and that delay in appointment may have been occasioned by consideration of that prospect [B•T, Sept. 20].

President wrote Mr. Sterling, three weeks after receiving his resignation, thanking him "for your long service to the government in the regulation of communications." He also expressed "hope that your health will soon be greatly improved."

Mr. Sterling was in Washington last Thursday to clean out his desk and turn over his classified papers to appropriate agencies of Government. He plans to remain until he retires Sept. 30, then return to his Peaks Island, Portland, Me., home. For next two months or so he will supervise remodeling of his home, and then will determine if his health will permit him to consider several offers to engage in communications consultation.

Witness Testifies Lamb Suggested 'Study Groups'

ACCORDING to testimony Friday in FCC Edward Lamb case (early story page 54) by Clark Wideman, Columbus (Ohio) real estate broker and ex-newspaperman, Mr. Lamb told small group in Marion, Ohio, in 1934 he felt that "if necessary," leadership or direction from Communist Party could be obtained for local study groups which witness said Mr. Lamb suggested be formed. Groups would study "wonderful things" going on under "planned economy" in Russia and "defects" in New Deal system here, witness recalled, testifying Mr. Lamb related details of then recent trip to Russia.

Witness, then in high school and newspaper reporter, said Mr. Lamb suggested he (Wideman) could help by forming Young Friends of Soviet Russia group in school and if enough interest developed, Mr. Lamb said he would supply information from his Toledo office. Other study groups suggested by Mr. Lamb, according to witness, were adult study group and "John Reed Club" for young voters. Witness recalled Mr. Lamb said "very emphatically" purpose of groups would be defeated if made known in such small community, because of suspicion and misunderstanding.

Witness testified Mr. Lamb in answer to question felt greater good could be done by individuals "not in Communist Party" since once directly affiliated, person "lost political power to disseminate information and carry out educational program."

Mr. Wideman related Mr. Lamb autographed witness' copy of Mr. Lamb's *Planned Economy in Soviet Russia* (introduced into record) and engaged in "colloquy" with witness about meaning of book, Mr. Wideman arguing whether Mr. Lamb meant planned economy could be introduced in U. S. by "evolution" or "revolution." Witness said Mr. Lamb told group change could come by "constitutional methods" but not while New Deal was in power.

Mr. Lamb felt New Deal was taking orders from "Wall Street bankers," witness recalled, and said Mr. Lamb then was candidate for Republican nomination to Senate.

Under cross-examination by counsel for Mr. Lamb, several passages from book relating to "orderly" transition to planned economy in U. S. were brought out. Witness said he was "registered Republican," never was communist and never wanted to become member of Communist Party, indicating he so told Mr. Lamb. Witness acknowledged hard times of unemployment in early 1930s and overproduction of food, but felt he was not qualified to judge whether this evidenced need for "more or less planning."

Biow Co. to Become Biow, Beirn & Toigo

CORPORATE NAME of Biow Co., New York, will be changed Jan. 1 to Biow, Beirn & Toigo, Milton H. Biow, founder and chairman of board of directors of Biow Co., is announcing today (Mon.). (See early story page 34.)

Ken Beirn, president of Biow Co., joined company in 1948 as a vice president, became executive vice president in 1950 and president in February 1953. He previously had been with Dancer-Fitzgerald-Sample, Grant Adv., and Pedlar & Ryan.

John Toigo joined Biow in July 1951 as vice president. He had been with D'Arcy Adv., McCann-Erickson, BBDO, and Lord & Thomas. He is in charge of Pepsi-Cola account.

"The reason for the change is simple," Mr. Biow explained. "When you have two men like Ken Beirn and John Toigo on your staff, two men who represent advertising and management on its highest level, men who have set paces in the advertising field, you give them the recognition to which they are entitled."

He also pointed out that short time ago Biow Co. had one stockholder, while in 1955 "it will have thirty." In last five years firm went from $25 million to $50 million in billings.

• BUSINESS BRIEFLY

DRANO, WINDEX SPOTS • Drackett Co. (Drano and Windex), Cincinnati, will start 39-week spot announcement campaign on Oct. 6 in 60 radio and 50 television markets. Young & Rubicam, N. Y., is agency.

YARDLEY ON RADIO • Yardley Men's Products Co., N. Y., plans to launch spot announcement campaign Nov. 8 in 50 top radio markets, using eight spots per week per market. Contract is for seven and eight weeks. N. W. Ayer & Son, N. Y., is agency.

P&G TO CO-SPONSOR • Procter & Gamble, Cincinnati (for Gleam and, after first of year, Lilt), will become co-sponsor (with Hazel Bishop) of *This Is Your Life*, Wednesdays, 10-10:30, on NBC-TV, effective Oct. 6. Lipstick firm has been sponsoring program since its inception. Bob Warren, announcer for Hazel Bishop, also will do P&G commercials. Raymond Spector, N. Y., is agency for Bishop; Compton Adv. for P&G.

EVERREADY IN TOP 80 • National Carbon Co. (Everready batteries), N. Y., through William Esty Co., N. Y., today (Mon.) is starting eight-week campaign in 80 top television markets, using 20-second Class A time.

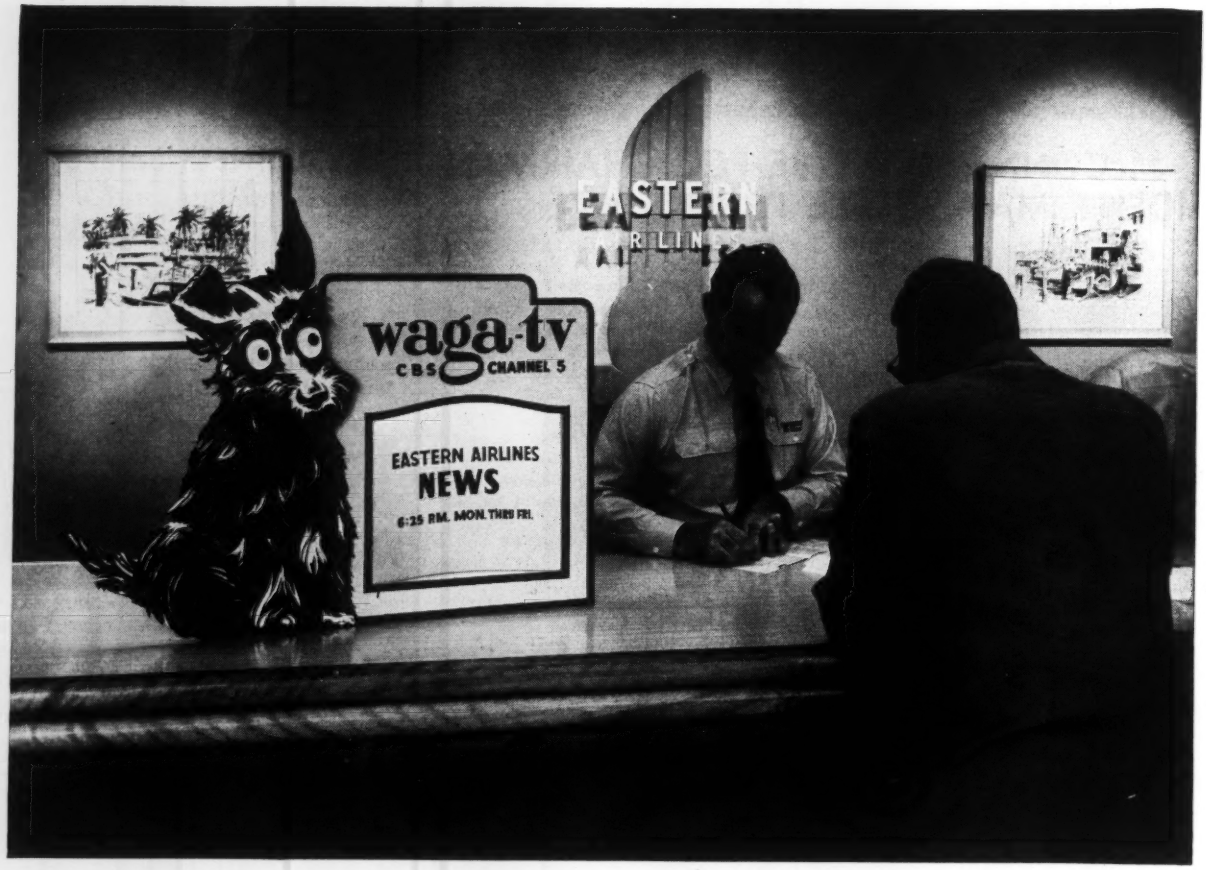
MACARONI, SPAGHETTI, NOODLES, NEWS • Mueller's macaroni, spaghetti, and egg noodles will use 87 radio newscasts in 22 cities, effective Oct. 7, plus a participation program on three television stations. Scheidler, Beck & Werner, N. Y., is agency.

TWO RENEW ON CBS-TV • Renewals of two CBS-TV programs on 52-week basis announced Friday by network. Philip Morris & Co., New York (Philip Morris and Parliament cigarettes), has signed again for *Public Defender* (Thurs., 10-10:30 p.m. EST), and Liggett & Myers Tobacco Co., New York (Chesterfield and L&M cigarettes), for *Perry Como Show* (Mon.-Wed.-Fri., 7:45-8 p.m. EST). Agencies are Biow Co., New York (Philip Morris), and Cunningham & Walsh, New York (Liggett & Myers).

SPARK PLUGS TRY TV • A. C. spark plug division will use network television for first time, effective Oct. 6, as alternate-week sponsor of *Big Town*, Wednesdays, 10:30-11 p.m. on NBC-TV, through D. P. Brother & Son, Detroit. Other sponsor is Lever Bros. via its three agencies: Hewitt, Ogilvy, Benson & Mather, SSC&B, and McCann-Erickson, all N. Y.

Murrow Eulogizes Klauber

MEMORIAL SERVICES for Edward Klauber, former executive vice president of CBS (see obituary page 50), were conducted in New York Friday with CBS newsman Edward R. Murrow, appearing on request made by Mr. Klauber some years ago, paying tribute to his former employer and colleague's honesty, ability, integrity, belief in fundamentals of democracy, and his "intolerance" of "deceit, deception, distortion and double-talk." He said that "if there be standards of integrity, responsibility and restraint in American radio news, Ed Klauber more than any other man is responsible for them."



Dogging it up for our sponsors

Here's the newest thing in merchandise gimmicks for WAGA-TV clients: our familiar trade-character *Waga*, with wagging head and tail, to sit on counters, in windows, at the point-of-purchase—calling attention to sponsor's campaign, tying it in with products and services advertised on WAGA-TV.

This attention-getting display, coupled with our complete hard-hitting merchandising program — plus the impact of WAGA-TV's thorough coverage and top audience in the rich Atlanta market—will move merchandise or sell services for you. Get all the facts from a WAGA-TV representative.

A STORER STATION

waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

NBC Radio Rate Cut To Match CBS Oct. 3

NBC RADIO's reduction in network evening time charges will become effective Oct. 3, same date as CBS Radio's [B•T, Sept. 20], Fred Horton, director of sales for NBC radio network, announced Friday, reasserting that lowering of evening time costs is calculated "to keep NBC Radio fully competitive in meeting reductions recently announced in the industry." ABC officials said their radio network would follow suit shortly.

As in case of CBS Radio, whose nighttime rollback averages about 20%, NBC reductions are accomplished via increases in discount structure, including rise in annual continuity discount for 52 consecutive weeks to 17½% of net time billings for evening periods.

NBC spokesmen said nighttime reduction not easily expressable in percentages, but offered following comparisons of new NBC and CBS radio nighttime costs assuming 52-week contracts and use of full networks: weekly quarter-hour, $4,875 on NBC, $4,975 on CBS; weekly half-hour, NBC $7,118, CBS $7,323; weekly hour, NBC $11,492, CBS $11,965; quarter-hour twice weekly, NBC $9,492, CBS $9,758; quarter-hour five times weekly, NBC $22,433, CBS $22,482.

TvB Membership Committee Adds 11, Plans Expansion

APPOINTMENT of 11 telecasters to membership committee of Television Bureau of Advertising announced Friday by Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., committee chairman. These are in addition to TvB board members originally named to committee: Henry W. Slavick, WMCT (TV) Memphis; Kenneth L. Carter, WAAM (TV) Baltimore; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., and Mr. Rogers of WSAZ-TV. Still other members will be appointed to committee to obtain "almost state by state representation," Mr. Rogers said.

Named last week were Charles H. Crutchfield, WBTV (TV) Charlotte; John Esau, KTVQ (TV) Oklahoma City; Frank P. Fogarty, WOW-TV Omaha; Gordon Gray, WOR-TV New York; Gaines Kelley, WFMY-TV Greensboro, N. C.; G. Bennett Larson, KTVT (TV) Salt Lake City; Robert Lemon, WTTV (TV) Bloomington, Ind.; Ralph W. Nimmons, WFAA-TV Dallas; Frank R. Schreiber, WGN-TV Chicago; Don Searle, KOA-TV Denver, and Colin Selph, KEYT (TV) Santa Barbara, Calif.

Mennen Anniversary Series Stars Heads of Elder Firms

TO COMMEMORATE its 75th anniversary, Mennen Co., Morristown, N. J., is sponsoring series of forums on future of American business, with presidents of companies 75 years old or older as participants, as one-time local telecasts in six major markets. William Mennen Jr., executive vice president, will moderate series. Telecast forums will be held in Washington, Boston, Atlanta, Detroit, New York and on West Coast. Institutional series will include no product advertising. Kenyon & Eckhardt, N. Y., Mennen agency, is handling.

FILTER SATURATES

U. S. Filter Products Co., Newark, will launch $300,000 spot saturation compaign over WOR-AM-TV New York exclusively, starting today (Mon.), to introduce its new "Aquafilter" cigarette holder in New York metropolitan area, station said Friday. Agency is Adolph F. Gottesmann Adv., Newark. Company has purchased some 140 commercial announcements per week on 26-week basis and will use station personality programs as means of obtaining "prestige" endorsements.

District 5 Urges Cut In Broadcaster Meetings

COMPLETE overhauling of industry meeting pattern to cut down travel time, maintain industry unity and take advantage of "highly beneficial sessions" held by business, sales and service associations urged Friday at NARTB District 5 Daytona Beach meeting (early stories pages 38, 39, 40).

Following similar step taken by District 4 at Virginia Beach (story page 39), District 5 delegates added new proposal—invitations to all stations, member and non-member alike, to attend association meetings. Delegates felt this would serve as "recruiting" device for NARTB and help bring solid industry front into association operations. NARTB board was asked to reconsider policy of excluding non-members from meetings.

Weaver Defends Spectaculars

SPIRITED defense of NBC-TV color "spectaculars" was offered by Sylvester L. Weaver Jr., NBC president, in talk last Friday in which he took cognizance of recent adverse criticism of such programs but maintained they incorporated basically sound concepts.

He told Advertisers Club in Louisville that NBC-TV intends to move ahead with development of "spectaculars," during which additional writers, artists and composers will be sought and various forms of 90-minute tv shows will be attempted.

WTVW (TV) Joins DuMont

AFFILIATION of WTVW (TV) Milwaukee with DuMont Television Network, effective when station begins operation in November, announced by Elmore B. Lyford, DuMont director of station relations. WTVW (ch. 12) is owned and operated by Milwaukee Area Telecasting Corp.

UPCOMING

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

For other Upcomings see page 119

PEOPLE

GEORGE BAREN BREGGE, sales manager, WDTV (TV) Pittsburgh, will become general manager of WABD (TV) New York Nov. 1, succeeding **NORMAN KNIGHT,** who has resigned to "accept another station managerial post outside New York City," according to announcement by DuMont Tv Network, which owns both stations. Mr. Bregge has been sales manager of WDTV for two years, Mr. Knight general manager of WABD since July 1953.

BEN GRAUER, NBC radio-tv commentator and special events reporter, and **MELANIE KAHANE** were to be married last Saturday.

EILEEN HOWARD NOLAN, Grey Adv., to Anderson & Cairns, N. Y., copy staff.

Ruling on Reds, Sec. 315 Asked of Justice Dept.

DOES a Communist Party member have right to equal opportunity provisions of Section 315, even if he is running as candidate under label of another party? That is question which has been submitted to Justice Department by FCC —in light of recently-signed law against Communist Party—it was disclosed by FCC Comr. Robert E. Lee in speech before Mid-Atlantic conference of Public Relations Society of America in Washington Friday.

Mr. Lee said in his view such "candidate" does not have right to be treated as *bona fide.* Former FBI executive also said that Communist Party affiliations would probably be given more weight than heretofore when station licenses come up for renewal.

KMOX Status to High Court

SUPREME COURT was asked Friday to rule on status of CBS (KMOX) in St. Louis ch. 11 hearing when St. Louis Amusement Co. petitioned for *writ of certiorari* from decision of U. S. Court of Appeals last month dismissing its complaint [B•T, Aug. 16].

Lower court refused to entertain appeal from FCC action which refused St. Louis Amusement Co. request that CBS be barred from ch. 11 hearing because it already has limit of five tv stations. Court held that petition was premature. St. Louis applicant (Fanchon & Marco theatre chain) holds that not only should CBS not be allowed in hearing, but that CBS is so far superior to all other applicants, it is sure to get grant. This means others are wasting their time, St. Louis Amusement Co. implied. Besides CBS and St. Louis Amusement, other applicants are St. Louis Telecast Inc., 220 Television Inc., and Broadcast House (KSTM-TV on ch. 36, now suspended).

KLAS-TV Fights KLRJ-TV Move

ECONOMIC protest against FCC grant for move of main studio of ch. 2 KLRJ-TV Henderson, Nev., to new site near Las Vegas filed with Commission Friday by ch. 8 KLAS-TV Las Vegas. KLAS-TV charged ch. 2 competitor got initial grant on representation it would put studio in Henderson. Protest cited KLRJ-TV call matches *Las Vegas Review Journal* and noted common ownership. KLAS-TV alleged this shows KLRJ-TV will be "held out" as Las Vegas station.

WECT (TV) Turns in CP

WECT (TV) Elmira, N. Y., ch. 18, turned in its CP to FCC Friday, reporting that tv station in Elmira area was "financially impossible." Station was 51% owned by *Corning* (N. Y.) *Leader,* and 49% by *Elmira Star-Gazette* (Gannett). Also informing FCC he intended to return grant was Richard H. Balch, holding CP for ch. 19 in Utica, N. Y. This is part of arrangement whereby ch. 74 WMGT (TV) North Adams, Mass., has asked FCC to assign ch. 19 to replace ch. 74 in North Adams and has agreed to pay Mr. Balch $11,000 for his expenses (see story on page 62).

Brown for Membership

RICHARD M. BROWN, KPOJ Portland, Ore., will head NARTB board's Membership Committee for 1954-55, Harold E. Fellows, NARTB president, said Friday. Other members: Kenneth L. Carter, WAAM (TV) Baltimore; Cy Casper, WBBZ Ponca City, Okla.; Henry B. Clay, KWKH Shreveport; John Esau, KTVQ (TV) Oklahoma City; Lester L. Gould, WJNC Jacksonville, N. C.; J. Frank Jarman, WDNC Durham, N. C.

WREX-TV 13

47,000 WATTS E. R. P.

FALL SCHEDULE

ASSURES YOU THE "Lion's Share" of the big ROCKFORD - MADISON AREA AUDIENCE

★*Disneyland*
★I LOVE LUCY
★U. S. Steel Hour
★PROFESSIONAL FOOTBALL GAMES
★Jackie Gleason Show
★Voice of Firestone
★N.C.A.A. Collegiate Football
★*Robert Q. Lewis Show*
★Blue Ribbon Bouts
★Bob Crosby Show
★Toast Of The Town
★PERRY COMO
★*Arthur Godfrey*
★Make Room For Daddy
★Meet Millie
★I've Got A Secret
★WHAT'S MY LINE
★*Strike It Rich*

WREX-TV 13

NOW SERVING OVER 214,992 TELEVISION SETS

ROCKFORD - ILLINOIS

NETWORK AFFILIATIONS CBS • ABC

REPRESENTED BY H-R TELEVISION, INC.

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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BUREAUS

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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Something's up in Washington!

WTOP-TV, already seen and heard by more homes than any other station in Washington, is increasing to maximum power (316,000 watts ERP), more power than any other station in the area.

And WTOP-TV has the tallest antenna in Washington... 228 feet higher than the Washington Monument!

But here's the record that advertisers really should investigate. As the station with the most popular programs in Washington, WTOP-TV has been first in share of audience *every month since December 1952.*

More and more it's easy to see that the best way to send sales up in Washington is to be on the station where everything's up—power... tower... program popularity and people watching.

WTOP-TV *channel 9, represented by CBS Television Spot Sales*

Sources on request

YOUR BEST BU

"Mr. DISTRICT ATTORNEY"

★ **PROVED BY PAST PERFORMANCE!**

Renewed for 12 years by the same sponsor. During this period, the sponsor tried and dropped other shows because none could match Mr. D.A. in sales!

THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS IN ACTION

starring Hollywood's dynamic

DAVID BRIAN

Dramatized so vividly listeners live the ADVENTURE, EXCITEMENT AND ACTION as MR. D. A., Harrington and Miss Miller match wits with the underworld.

Each half-hour a complete story with 5 sponsor identifications, including 3 full-length selling commercials.

Technical Supervision through the cooperation of the Los Angeles Law Enforcement Agencies.

IN RADIO TODAY!

Be sure "MR. D.A." goes on the air for you in your market!

★ PROVED BY CURRENT SALES!

Sales-alert advertisers like these are buying up market after market.

• BAKERIES ARE BUYING!

Pennington Bakeries in 7 markets; Royal Baking Co. in Provo and Logan, Utah; McIntyre Baking Co. in Kayser, W. Va.; Adams Baking Co. in Portsmouth, Ohio.

• APPLIANCE DEALERS AND DISTRIBUTORS ARE BUYING!

Knerr, Inc. (Zenith) in 8 markets; Simon Distributing Co. (Zenith) in Washington, D. C. and Baltimore, Md.; Leo Maxwell, Inc. (Zenith) in Oklahoma City; Jefferson TV & Appliance (Philco) in Beaumont, Texas; Goff & Snider (Philco) in Beaumont, Texas; Geer TV & Appliances in Kennewick, Wash.; Jack Mashburn Co. (Maytag) in McComb, Miss.

• MEAT PACKERS ARE BUYING!

Haas-Davis Packing Co. in 4 markets; Archie McFarland & Son in Salt Lake City; United Packing Co. in Wheeling, W. Va.

• BANKS ARE BUYING!

Liberty National Bank in Louisville, Ky.; Home Savings Bank in Albany, N. Y.; Houston Bank & Trust Co. in Houston Texas; Western Savings Bank in Buffalo, N. Y.

• SAVINGS & LOAN ASS'NS ARE BUYING!

Women's Federal Savings & Loan in Cleveland, Ohio; Oak Cliff Savings & Loan Assn. in Dallas, Texas; First Federal Savings & Loan in Wichita, Kansas; First Federal Saving & Loan in Gainesville, Ga.; Standard Building & Loan Assn. in Columbia, S. C.

• BREWERIES ARE BUYING!

Terre Haute Brewing Co. in 13 markets; Gettelman Brewing Co. in 6 markets.

• UTILITIES ARE BUYING!

Carolina Power & Light Co. in 5 markets; Oklahoma Gas & Electric Co. in Woodward, Okla.

• INSURANCE COMPANIES ARE BUYING!

American Home Life Insurance Co. in Topeka, Kan.; Bon General Insurance Agency in Casper, Wyo.; R. E. Daniel Insurance Agency in Indianapolis, Ind.

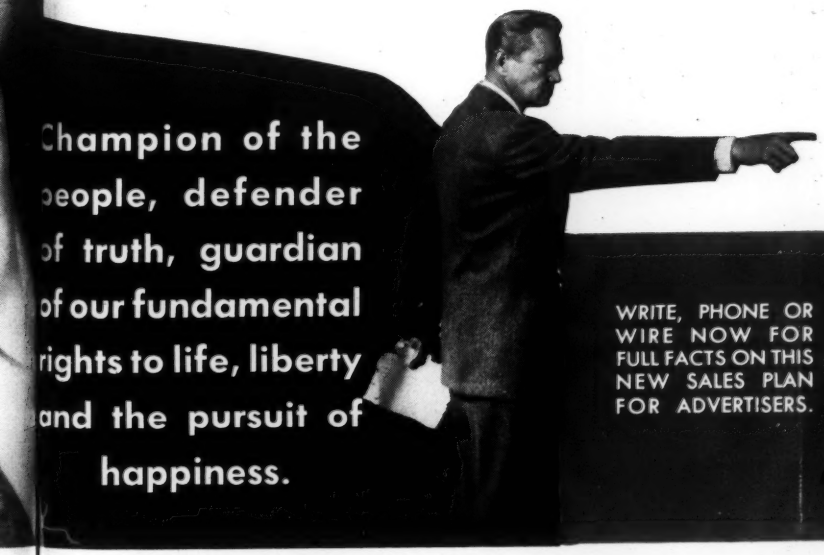
• RETAILERS ARE BUYING!

Dearco Glass & Paint Co. in Shawano, Wisc.; E. A. Scott Paint Co. in St. Johnsbury, Vt.; Big Red Warehouse, Inc. in Tulsa, Okla.; Manufacturers Outlet Shoe Store in Colorado Springs; Best Gift & Jewelry Shop in Zanesville, Ohio.

• FOOD LINES GALORE ARE BUYING!

Tarnow Food Delicacies in Tampa, Fla.; Interstate Coffee Co. in Bennettsville, S. C.; Acme Super Markets in Syracuse, N. Y.; Equity Dairy Stores in Lima, Ohio.

PLUS MANY MORE VARIED LINES OF BUSINESSES!


Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.

WRITE, PHONE OR WIRE NOW FOR FULL FACTS ON THIS NEW SALES PLAN FOR ADVERTISERS.

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD

NOW ON THE AIR WIN-T

PRIMARY AFFILIATE CBS INTER-CONNECTED TELEVISION

SERVING **FORT WAYNE** AND THE TRI-STATE TREASURELAND AREA OF INDIANA, OHIO & MICHIGAN

OFFICES
LINCOLN TOWER BUILDING
FORT WAYNE, INDIANA

WIN-T COVERAGE!

Channel 15
Frequency 476-482mc
Video—237,000 watts ERP
Audio—126,000 watts ERP

Antenna height— 829 feet above average terrain
853 feet above ground
1723 feet above sea level
Studio—Waterloo, Indiana

Total population—573,085
Total households—179,018
Total income—$[illegible]
Total retail sales—$[illegible]

Nationally represented by H-R Television, Inc., New York, Chicago, Los Angeles, San Francisco

DIARY

(Robert Montgomery Presents)

Network: NBC-TV
Time: Mon., Sept. 20, 9:30-10:30 p.m. EDT
Sponsor: American Tobacco Co.
Agency: BBDO
Origination: New York, live
Host & Narrator: Robert Montgomery (also executive producer via Neptune Productions)
Production Supervisor: Joseph W. Bailey
Assistant Supervisor: Hank Colman
Director: Norman Felton
Writer: Robert E. Sherwood
Scenery: Syrjala
Costumes: Jane Burroughs
Cast: Janice Rule, John Cassavetes, Wallace Rooney, William Langford, William Smithers, William A. Lee, Abby Lewis, Arthur O'Connell.
Production costs: About $40,000

IT'S KNOWN generally that some top dramatic shows on tv suffer because of limited rehearsal time. Often many tv productions for this reason are not as smooth nor as well integrated as the Broadway staged play.

NBC-TV's *Robert Montgomery Presents* at times in the past has fallen into this unfortunate category despite excellent casting and top story content. Not so last Monday, however, when Mr. Montgomery's producing talents were combined with Robert E. Sherwood's writing in the presentation of "Diary."

ROBERT SHERWOOD, "Diary" author, explains a scene from the play to director Norman Felton and lead players Janice Rule and John Cassavetes.

The drama was gripping, its action and sequences right on cue. Mr. Sherwood's play was given a fair shake by cast, director, cameramen, etc. But Mr. Sherwood's writing, well composed as it is, was rather too evident in the most unexpected places.

The story was simple and about life, although Mr. Sherwood's characters too often talked pure fiction, profuse with philosophic "messages" for the viewer.

A teenager is found dead, sprawled across her husband, a notorious killer, in a New York City shack after Sam Curran (the young killer) has tried to shoot his way out of a police net.

The police, accompanied by a most philosophic doctor, find a diary conspicuously present beside the girl's body. From then on, the play—as provided by the diary—traces her history from a small town in Massachusetts to the time of her death. Mixed circumstances—such as losing a student balloting for high school valedictorian, sending her unused speech to a teenagers' magazine (for which she receives $75), and fruitless searching for a writer's job in the Big City—leads Susan, the girl, to Sam, the boy.

Again, Mr. Sherwood's deft symbolism pulls the trick. Both youngsters meet their punishment after having committed crimes—he in killing, she apparently in impractical, or perhaps frustrating, dreaming. But somewhere during this very entertaining play, Mr. Sherwood loses his realistic touch and becomes involved in "messages" and in placing lofty thoughts or Princetonian words in the mouths of his far from clear-cut characters.

We should like to see more of Mr. Sherwood's creations on tv, but with less of his "offbeat" philosophy.

Nutrilite Show Starring DENNIS DAY

Network: NBC Radio
Time: Sun., 5:30-6 p.m.
Star: Dennis Day
Executive Producer - Director: Fred R. Levings
Writers: Alan Wood, Irving Taylor, Rik Vollaerts
Musical Director: Robert Armbruster
Announcer: Jimmy Wallington
Sponsor: Mytinger & Casselberry
Agency: Dan B. Miner Co.

A PLEASANT, unassuming half-hour of popular tunes, agreeably sung by Dennis Day and his guests, sprinkled with an infinite number and variety of imitations (Mr. Day fancies himself as a vocal impersonator and, to tell the truth, he's not bad at it) and interspersed with some of the corniest humor this reviewer has heard in many a day: that's the *Nutrilite Show Starring Dennis Day* as it premiered on Sept. 19.

On the initial broadcast, Mr. Day and his guests, Rosemary Clooney and Jimmy Durante, were all in fine form and full voice. The singing of Dennis and Rosemary made good listening and the Durante brand of humor is this reviewer's dish at any time. The show's weakness was in the so-called comedy lines which Dennis had to read. One example is enough to give the general flavor, his answer to the question about who he's working for this year: "The same old bunch, the wife and kids." That takes three writers?

MEDIC

Network: NBC-TV
Time: Mon., Sept. 20, 9-9:30 EDT
Creator-Writer: James Moser
Executive Producer: Worthington Miner
Producer: Frank LaTourette
Director: Bernard Girard
Music Director: Victor Young
Origin: Filmed in Hollywood
Sponsor: Dow Chemical Co.
Agency: MacManus, John & Adams
Production Costs: $30,000

NBC-TV can be well pleased with its new *Medic* series. Billed as a medical version of *Dragnet*, the show manages to put across the realistic note that made its predecessor famous while still permitting its characters full use of the English language.

The series presents medical case histories. Many of its sets are doctors' offices and hospitals, and real doctors and nurses are in the casts.

Last Monday's show was the story of a boy with a cleft palate. The program traced his case from the time his older brother took him to a university clinic. It swiftly and interestingly presented the steps in diagnosis, the operation, and the trying period the boy went through learning to talk. All without being maudlin.

The show does a serious and adult job in its dual role of educator and entertainer. It gives thorough treatment to a difficult subject. Writing, directing and producing all were capably handled. For the viewer, it's a rewarding half-hour.

Medic will fill NBC-TV's 9-9:30 p.m. Monday spot three out of four weeks. It and the adjacent Sid Caesar show will give way to 90-minute color spectaculars the fourth week.

MEET ROBB
(Two B's, If You Please)
THOMAS

He might offer you another explanation, but to his sponsors those two "B's" mean Big Business.

Popular music, personality interviews, frequent news and sports reports and pleasant chatter about Milwaukee events—that's the "R.T." formula on Robb's mid-morning "Record Shop" and late afternoon "1340 Club." Milwaukee loves it, loves WEMP's round-the-clock disc-jockey personalities.

Milwaukee loves it, loves WEMP's round-the-clock disc-jockey personalities. And so do dozens of national advertisers.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!

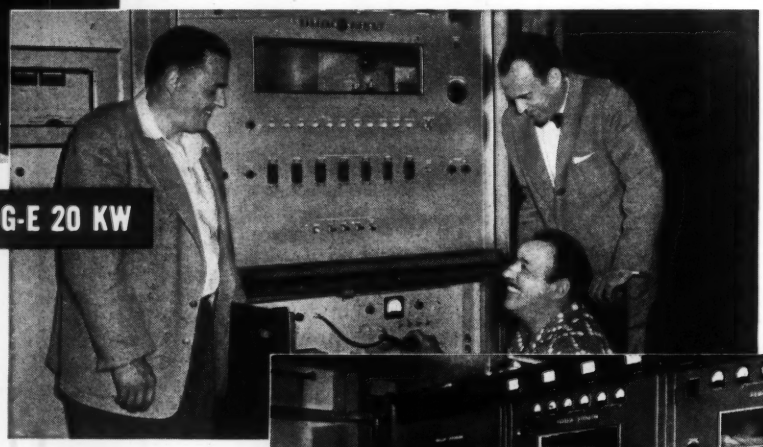
*Based on latest available Pulse ratings and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

4 out of 5

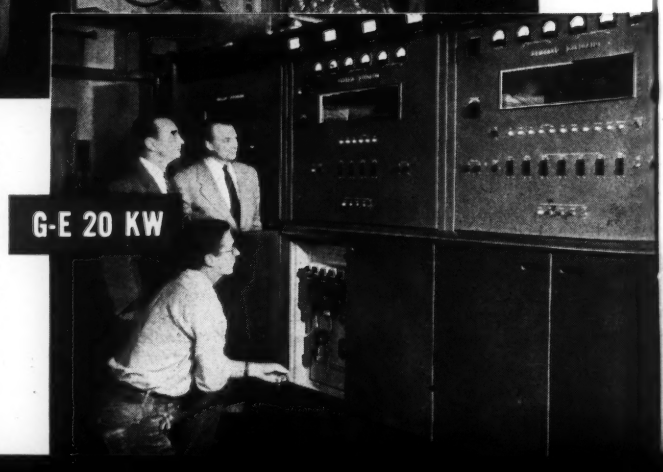
G-E 35 KW

KNXT...Channel 2...CBS flagship station. This installation is already capable of transmitting color at full 35 KW rating. At the meeting pictured left, KNXT officials conferred with General Electric sales representatives. (l. to r.) Dick Seitz (CBS, L.A. transmitter supervisor), F. V. Larkin, C. Smith (G.E.), Les Bowman (chief engineer), Joe Stern (CBS, N.Y. engineer), F. R. Walker (G.E.) and E. Cousy (CBS, N.Y. engineer).



G-E 20 KW

KABC-TV...Channel 7...ABC Affiliate—Licensed to American Broadcasting—Paramount Theatres, Inc. Extra effort went into every phase of KABC-TV's planning. The station employed Kear & Kennedy as engineering consultants. A *special* G-E 6-bay antenna was recommended and installed to provide correct null fill-in for the Los Angeles market area. Shown here are (l. to r.) Cam Pierce (chief television engineer), John Stagnaro (transmitter supervisor) and Phil Caldwell (manager of engineering).

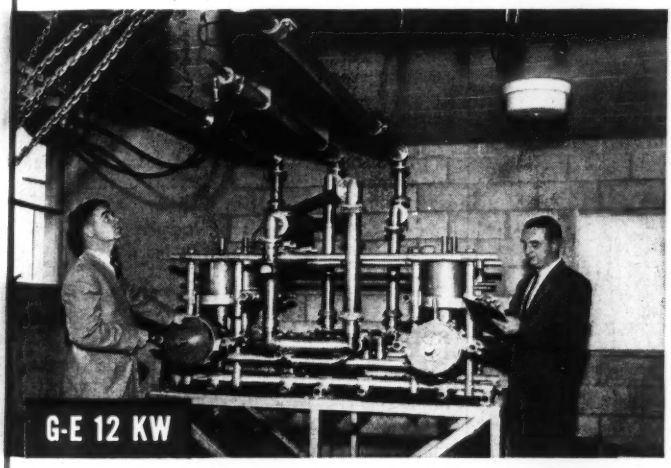


G-E 20 KW

KTTV...Channel 11...DuMont Affiliate. Owned by the widely known and respected publishers of the Los Angeles Times and Mirror, KTTV went on the air more than five years ago. This station is particularly noteworthy for its use of a competitive transmitter as a driver to obtain high power with G-E equipment. Ed Benham, chief engineer (right), is responsible for much of the success KTTV has enjoyed. Also inspecting the G-E transmitter are F. R. Walker, G.E. district manager and T. F. Quigley, transmitter supervisor (kneeling).

HIGH POWER STATIONS buy G-E

LOS ANGELES BROADCASTERS CAP MOUNT WILSON WITH G-E TRANSMITTERS



KBIC-TV...Channel 22...John Poole Broadcasting Co. Well established in broadcast radio circles, this company entered the TV picture early last year after nearly *five years of UHF experimentation.* Their logical transmitter choice...a G-E 12 KW high power UHF unit. With "a product that's tailored to fit listener needs" KBIC-TV will serve the country's third largest market from a mile above metropolitan Los Angeles. Their filter diplexer is examined by Jim Garrett (left), transmitter supervisor, and Bob Walker of General Electric. John Poole's television outlet in Fresno, KBID-TV, chose G-E high power, too—another 12 KW UHF pioneer station.

WHENEVER station officials go out to buy the best in broadcast equipment—G-E high power transmitters win in a walk. Take those stations in Los Angeles...probably the most competitive TV market in the nation today. Nearby Mt. Wilson, alone, has five high power transmitters on it. But for complete coverage of the area and for strong picture signals...only one transmitter in the industry is considered outstanding by an almost unanimous choice. And that transmitter is General Electric—chosen by majority vote...4 out of 5! Why not put your station on the "power team"...on the winning team! Get the *complete* G-E story today from our local broadcast field representative. Or if you prefer, write direct to:

General Electric Company, Section X294-27
Electronics Park, Syracuse, New York

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

Advertisement

From where I sit *by* Joe Marsh

Slugger Wins the "Home" Game

Slugger White, the home town's star baseball player, dropped by the other day to talk about baseball, and to "tell one" on himself.

Seems Slugger had been baby-sitting. "I was doing just fine," he said, "until it was time for a 'diaper change.' I called Mom on the phone for advice. Still didn't get it right. Then Dad set me straight."

" 'Place the diaper like a baseball diamond with you at bat,' he said. 'Fold second base over home plate, and pin first and third base on home plate.' That did it—with no errors!"

From where I sit, Slugger's Dad had the idea. Often, like his Mom, a lot of us tend to give advice in our terms without considering the other fellow's way of doing things. Even in choosing your favorite beverage, it's best to think of your neighbor. If you like tea, and I prefer a temperate glass of beer, we should both "play the game" *and try to understand each other's point of view.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

OPEN MIKE

Workable System Wanted

EDITOR:

Whether or not the meeting in Chicago becomes "historic" only time will tell, but your job of reporting must always be recognized by the industry as particularly good and I think that the Sept. 6 issue of BROADCASTING • TELECASTING should be kept as something of a guide for optional stations in their future relationship with the networks.

It seems to me that radio "networks" will always be with us on a small "n" basis and I suppose the industry is aware of the fact that the public interest will require some orderly interconnection. Granting this supposition, presumably Gen. Sarnoff and Dr. Stanton are talking about commercially profitable networks, the Sarnoff view being that the future is dim and the Stanton view, at least for pep talk purposes, being that the future is bright.

I am afraid that it will take more than enthusiasm to counterbalance the visual asset of tv. If networks are to continue on a national basis, it seems to me that they must be operated somewhat in the nature of a transportation utility, with the profit-making end of the business in effect subsidizing the non profit-making parts so that the true national characteristic of the utility can be maintained.

Are the networks thinking along this line? Your reporting indicates that they are not. Gen. Sarnoff seems to take the view that NBC has performed its function when it reaches something more than a majority of the people, and that also seems to be Dr. Stanton's view, except that he intends to give special help to his network affiliates so that they themselves can fill in the blank spots.

It is apparent that the next Congress is going to devote some time to an examination of network activity, and incidentally the industry as a whole. Since communication is so vitally important in these times—and of course I mean communication of ideas as well as emergency messages—should not the networks be prepared with a workable system for reaching the entire nation both through radio and television? Such a program would seem to me to counteract whatever trend there is toward Government radio and tv.

Harold W. Bangert
Bangert & Bangert
Fargo, N. D.

Wonderful Surprise

EDITOR:

I would like to express my gratitude for the fine story in the [Sept. 13] issue of BROADCASTING • TELECASTING.

To accept such a tribute from your respected magazine was a wonderful surprise, particularly since, to us, your publication has always been "the bible" of the broadcasting and telecasting industry. . . .

Fred Waring
Shawnee-on-Delaware, Pa.

All in the Day's Work

. . . WXDL "scooped" the biggest election night story in the recent Tennessee Democratic primary. . . . We were recapping the election shortly after 1 a.m. and preparing to wrap it up and sign off. Our studios are downtown on a first floor location and I was sitting in my office, which is adjacent to the reception office. It was a stormy morning, lots of thunder and lightning.

Suddenly there was a tremendous banging on the front door and, thinking it was a drunk or youngster trying to be funny, I put on my best "Sgt. Friday" grimace and raced to the

Memo to NBC:

TODAY we send you congratulations from the 140,000 TV **HOMEs** in our listening area on the debut of Steve Allen's **TONIGHT** this evening.

We hope that all our 140,000 TV homes will soon be at HOME, TODAY and every day, TONIGHT and every night.

PS: In the event that any of your HOME, TODAY or TONIGHT sponsors are interested in this magnificent market, we'd appreciate your telling them that after only four weeks on the air Ford Motor Company, Pet Milk, American Tobacco Company, Hazel Bishop, Simonize, Lever Brothers, General Foods, Buick Motors, Colgate-Palmolive, Proctor & Gamble, Borden, Gulf, Oldsmobile, Sweets & Company, DeSoto, Sunbeam, Liggett & Myers, Armour & Company, Gillette, Goodyear, Philco, Wesson Oil, Warner-Hudnut, R. J. Reynolds, Allis Chalmers, Kraft Foods, Mutual of Omaha, S. C. Johnson, Reynolds Metals, and Texaco are already on the NBC-WTVD bandwagon.

Congratulations and regards,

WTVD CHANNEL **11**

Durham-Raleigh, North Carolina *Represented by Headley-Reed

MORE POWER
on
WSBT-TV
Owned and operated by The South Bend Tribune
CHANNEL 34
SOUTH BEND
Power Now INCREASED to
204,000 Watts
Equipped for Network Color
Now—1,261,000
POTENTIAL VIEWERS
In Northern Indiana — Southern Michigan
Average Share of Audience:
73% NIGHTTIME
71% DAYTIME
(June 1954 Hooper Survey)
Continuous Programming
7 in the morning to 11 at night

IDEAL TEST MARKET
• Typical of America
• Self-contained
• Diversified
• Stable
• Controlled distribution
WSBT-TV
CHANNEL 34
America's Outstanding UHF Station
CBS • ABC • Dumont
Paul H. Raymer Co., Inc., Representative

door. As I whipped it open the local Chief of Police staggered in, revolver in hand, covered with blood, and moaned: "Cogburn shot me." . . . I took the revolver away from him, put it in my pocket and eased the Chief on to the reception room couch.

In the meantime, another wild-eyed individual raced into the reception room, shouting "the Cogburn car just whipped around the corner and Policeman Gurly was killed a minute ago at the court-house [a block away]." . . . Piecing the story together from several others who took refuge in the station, I found that allegedly James Cogburn, defeated candidate for sheriff and the so-called "Enoch Arden" case of the Korean War, and three companions had just participated in a gun battle on the court square. . . .

Here's where our "scoop" enters the picture. Between running back into the reception room to see how the Chief was doing we flashed the news on the air as we pieced it together from the other officers and State patrolmen who had arrived in the meantime.

A few minutes later we learned that the [Cogburn] car had been wrecked two blocks from the station and that the four in the car were on foot in the neighborhood of the station. We turned out all the lights as [it was] reported Cogburn had a list of those he was "after" and about half of them were in the station by this time.

The next day—after a sleepless night—we began broadcasting a description of the four and asked that anyone seeing men answering this description call. By 11 a.m. we received five calls . . . Each located the men in the same area and we alerted the State Police. By this time over 300 men, UP says the biggest manhunt in West Tennessee, were hunting the men. Within an hour there had been another gun battle and two of the men had been injured and the others captured.

So we scored . . . I took my automatic home, wrapped up the story on the air and went back to work on sales. . . .

Neal B. Bunn
General Manager
WDXL Lexington, Tenn.

Granted

EDITOR:

. . . I am requesting permission to reproduce 5,000 offsets of the article you carried on *Stop the Music* [PREVIEW] in the Aug. 30 issue of B•T. Many thanks for your cooperation in this matter.

Tricia Hurst
Public Relations Dept.
Exquisite Form Brassiere Inc.

Bang Up Job

EDITOR:

I read with interest the story "Radio Railroaded by the Santa Fe" on page 56 of your September 6 issue.

I think my good friend, G. B. (Jerry) McDermott, is to be commended for his effective letter to Santa Fe. However, either his typewriter needs new keys or you need some new proofreaders. The train wreck was in Lomax, Ill. . . .

I think that both KBUR in Burlington and KXGI did an outstanding job. We had the first news bulletin on the air just eight minutes after the wreck. We, too, went all out in coverage, locating doctors and ambulances along with using announcements from the Highway Patrols of both Iowa and Illinois. As the accident occurred on Sunday, the railway people were unable to locate Mr. D. W. Raney, the local agent. It was our broadcast that called him back to duty.

Maybe the whole thing boils down to the fact that radio always seems to do a bang up job selling everything except ourselves. It's unfortunate that a letter such as McDermott's can receive publicity only in the trade publications. It's sort like of taking in each other's washings.

Greg Rouleau, Pres.,
KXGI Inc. Fort Madison, Iowa

Moore and Moore

EDITOR:

This may have been called to your attention, but in case it hasn't been, we suspect the picture of "Mr. Moore" on page 93 of the Sept. 13 issue is Jack instead of Ellis.

ELLIS MOORE

Jack Moore, who was ad manager of Longines - Wittnauer at one time, recently resigned from our executive staff to sell Long Island real-estate to city-bound advertising colleagues.

He's doing well at it, too.

Jane Pinkerton
Publicity Director
Broadcast Advertising Bureau
New York

[EDITOR'S NOTE: Ellis Moore, correctly pictured above, is the new director of the NBC Press Department.]

Coverage Invited

EDITOR:

Radio and television rights are again available for the National Milk Bowl, annual football classic for small fry elevens, matching a team from Texas and one from anywhere in the world [Dec. 11, to be broadcast by MBS].

The western theme will pervade the festivities and half-time activities, because the event will be held in the heart of the dude ranch country, Kerrville, Tex. H. R. Cullen, Glenn McCarthy and Jesse H. Jones are among the colorful world famed oil men on the board of directors. Revenue goes for a 500-acre camp, near Kerrville, maintained for crippled children, regardless of race, creed or color.

The Milk Bowl welcomes any and all coverage. Game coverage never hurts the gate of a sports event. Promoters must improve their offerings to compete with many forms of entertainment that compete for spectators' money.

Eugene C. Weafer
Executive Director
The Milk Bowl Inc.
Bryan, Tex.

Left-Hand Dig

EDITOR:

I note you are still using the expression "he is so-and-so's right-hand bower."

There is no such animal as a right-hand bower. A right bower is not called a right-hand bower any more than a right fielder is called a right-hand fielder.

John W. Willis
Fischer, Willis and Panzer
Washington, D. C.

Neither Rain Nor Hurricane Stops ThisBird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!

Providence, Rhode Island — Here's the story of a pretty tough Rhode Island Red:

Hurricane "Carol" struck Providence, Rhode Island with the full fury of 100 mile an hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their midtown Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW's.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a "bird's eye" view of hurricane "Carol" thanks to WJAR-TV!

NBC—Basic
ABC-DuMont—Supplementary

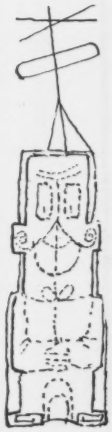
Represented by WEED TELEVISION

CHANNEL 10 WJAR-TV
PROVIDENCE, RHODE ISLAND

EVEN **MONTEZUMA** WATCHES

W·H·E·N TV

Cortez was just a Spanish playboy in comparison—the real conquest of Montezuma was done by WHEN-TV.



And it didn't hurt at all! On the contrary, it was a real feather in Montezuma's cap when WHEN-TV moved in. (Montezuma, N. Y., of course.)

That's the way 250 towns in upstate New York feel about Channel 8. Happiest invasion you ever saw! And the citizens never weary of their bondage!

If you're an adventurer seeking Eldorado, enlist under the flag of WHEN-TV. It's a sure passage to the Land of Gold!

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES

W·H·E·N TV

CHANNEL 8
SYRACUSE, N.Y.

our respects

to EDWARD MOUNT WEBSTER

IT IS not given to many men to be able to point to two major accomplishments during their lifetime. FCC Comr. Edward M. Webster —who on Sept. 17 celebrated 45 years government service—is one of those fortunate few.

Comr. Webster, an erect, trim man with steel gray hair, cut Prussian style, and twinkly blue eyes behind steel rimmed glasses, is perhaps proudest of his participation in the various agreements and legislation involving safety at sea. He was handed this assignment when he joined the FCC as assistant chief engineer in 1934—following the gasp of horror that went up in the U. S. over the 134 dead in the 1934 *Morro Castle* disaster when the cruise ship burned off the coast of New Jersey and which was covered extensively by radio newsmen on a spot basis. The sinking of the *Mohawk*, also along the New Jersey coast in 1935, only added to the urgency of this work.

Comr. Webster was one of the less than a dozen men on the staff of the special Senate Commerce subcommittee which investigated these two American marine disasters and recommended new legislation to tighten radio watches aboard U. S. merchant ships. This was signed into law by President Franklin D. Roosevelt in 1937. Hanging on the wall of Comr. Webster's office is the pen used by Pres. Roosevelt to sign this revision of Part II of Title III of the Communications Act of 1934.

The second accomplishment of which Comr. Webster is proud—which, as he puts it, has given him the greatest sense of "concrete" accomplishment, was his job of establishing the U. S. Coast Guard's famed ship to shore system of radio-telephone communications during prohibition.

Comr. Webster, then Lt. Comdr. Webster, chief communications officer of the Coast Guard, was given the job of tieing in a communications system between Coast Guard shore bases and the more than 1,000 craft at sea in the Treasury Dept.'s "little war" with rumrunners. With $2 million, Comdr. Webster set up radio stations up and down the East and West Coasts, the Gulf Coast and the Great Lakes. Because he did not have time to train the 2,000 communicators of the Coast Guard for radio-telegraph work, he used radio-telephone, and it was this system that was the genesis of AT&T's now famous radio-telephone service to and from ships at sea.

Edward Mount (his mother's maiden name) Webster was born in Washington, D. C., in 1889, the son of a Treasury Dept. civil servant. After education in the local schools, he entered the U. S. Coast Guard Academy at New London, Conn., in 1909, and was graduated and commissioned in 1912. He served on various ships of the Coast Guard on the North Atlantic patrol during World War I. Because of a physical disability, he was officially retired in 1923, but was recalled to active duty and made chief communications officer the next day. He served in that capacity until 1934, when he was relieved from active duty.

His friendship and acquaintance with FCC engineers brought him to the FCC in 1934. In his eight years as an FCC employe, he was instrumental in building up a hard-hitting and effective organization primarily concerned with marine, safety and such other categories that fall under the name special services.

In 1942, Comr. Webster was recalled to his old job as chief communications officer of the Coast Guard and he was returned to retired status, as a commodore, in 1946.

For four months and 10 days after that, Mr. Webster was director of telecommunications for the National Federation of Shipping. This was his only break in Government service. Early in 1947, President Harry S. Truman nominated him to be an FCC commissioner for the unexpired term of FCC Chairman Paul A. Porter, and after Senate confirmation, he took office April 10. In 1949, he was reappointed for a full seven-year term which ends June 30, 1956.

He is a member of various engineering and veteran organizations.

Mr. Webster has taken a definite stand on subscription tv—having raised the issues of law and policy as early as 1951 when Zenith Radio Corp. asked for permission to run a 90-day test on its Phonevision system in Chicago with 300 families. It is Mr. Webster's contention that there is no question of the technical feasibility of subscription tv, the main questions are whether Congress intended to permit broadcasters to charge for broadcasts when it adopted the Communications Act, and whether the concept of free broadcasting would be violated by subscription television.

Of the 24 international conferences which Mr. Webster has attended—beginning in 1925 when he was a member of the U. S. delegation to the International Telegraph Conference in Paris—he has been U. S. delegation chief of four of them.

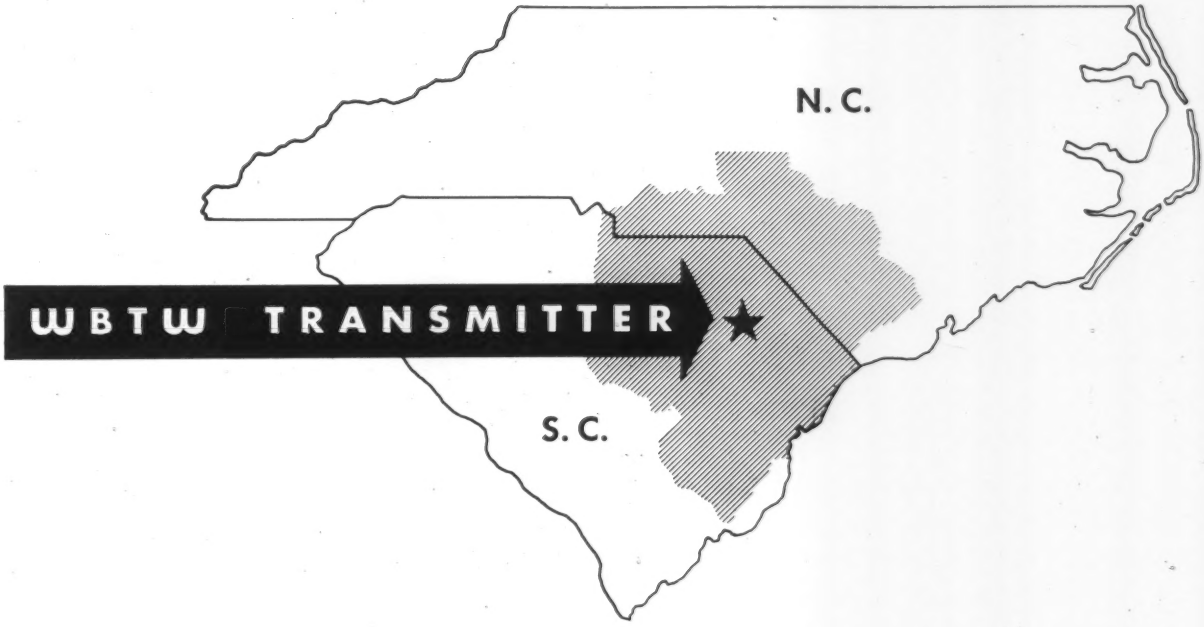
This conference work also exemplifies one of Mr. Webster's salient characteristics—his ability to get along with opposing parties and to coordinate and get them to compromise their differences.

Mr. Webster holds the Presidential Legion of Merit for his work during World War II, and also is the holder of the Marconi Memorial Medal of the Veterans Wireless Operators Assn.

Mr. Webster lives with his wife, the former Dorothy Richardson of Baltimore, in Rock Creek Hills, Md. They have a son and a daughter, and two grandchildren.

Soon!

new, top-power VHF coverage of 1,000,000 carolinians



A great new area station will take the air in the Carolinas in early October—WBTW with studios and transmitter at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. As of November 1, 1953, sets in the WBTW area exceeded 69,000—a total which is expected to grow to 100,000 by debut time.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION

WBTW
FLORENCE, S. C.
Channel 8 Top Power

Represented Nationally by CBS Television Spot Sales

Tv Auction

WWLP (TV) Springfield, Mass., recently contributed over three hours of air time to an auction for funds for the Emergency March of Dimes. Merchandise donated by local merchants was sold to the highest bidder by the station with station personnel voluntarily contributing their time to the drive.

Polio Saturation Campaign

WILS Lansing, Mich., conducted a 19-hour long saturation campaign on behalf of the Emergency March of Dimes as its contribution to the success of the drive.

Young Collectors

WHAM-TV Rochester, N. Y., presented a filmed appeal for the polio fund drive which set six-year-old Billy Volnak on the march for contributions from his neighbors. Word of Billy's independent effort reached the station which in turn presented Billy to the viewing audience. The station now reports that it has been besieged with requests from youngsters who have collected money for the drive—$850 at the last count—and who also want to appear on the air.

10,000 Dimes

WMIQ Iron Mountain, Mich., disc m.c. Core Nelson broadcast an appeal for the Emergency March of Dimes campaign and netted over 10,000 dimes for the drive.

Altruistic Anniversary

AS PART of its fifth anniversary celebration WOW-TV Omaha, Neb., helped the Red Cross collect 476 pints of blood in two days. The Red Cross turned the studio into a donor's center and collected what was termed a "new two-day record for Douglas County."

RECEIVING the "first" CARE awards for radio and tv in New England from Paul J. Caron, New England director for CARE, are Paul E. Mills (l), station manager for WBZ-WBZA Boston-Springfield, and W. C. Swartley (r), general manager of WBZ-TV Boston. The awards were made for the promotion of CARE services.

Crippled Children's Benefit

WAYZ Waynesboro, Pa., in conjunction with the Waynesboro Rotary Club, staged *Hill Billy Jamboree*, a benefit program to raise money for the Crippled Children's Building Fund. Merchants of the area donated prizes to be given away and WAYZ furnished seven hillbilly bands. The program was promoted by neighboring radio stations and newspapers. The station reports nearly $2,000 was raised.

WPAT Blood Appeal

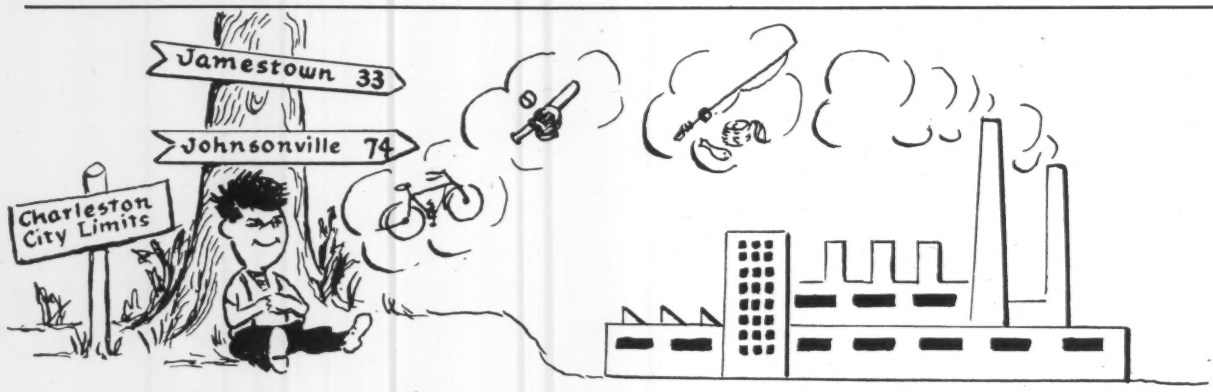
WITH three broadcast appeals, WPAT Paterson, N. J., secured more than enough volunteer donors of a rare blood type needed for a patient in a Passaic (N. J.) hospital, the station reports. In less than two hours the WPAT appeals brought 10 donors to the hospital, which was turning away other volunteers by the time the fourth broadcast appeal was aired.

Promoting Understanding

WBBM-TV Chicago has launched a series, titled *Operation New Horizon,* designed to encourage public understanding and appreciation of the various nationalities which comprise Chicago. The series, subtitled "The World in Your City," is prepared by DePaul University, which plans to stockpile the programs for use on WOTW (TV) Chicago, educational tv station slated to begin operation in mid-1955.

Sunday School Selections

DANCER ELEANOR POWELL, long-time Beverly Hills Presbyterian Church Sunday school teacher, will instruct a special class Oct. 3 over KNBH (TV) Hollywood's *Faith of Our Children,* and her husband, film star Glenn Ford, will narrate Bible material from church libraries and foreign missions.



We're wool gathering ... and proud of it!!

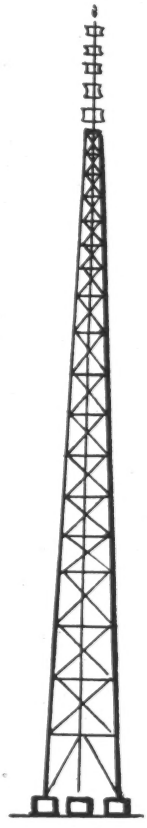
. . . and no wonder, for two (not one) $3,000,000.00 woolen mills nearing completion are within a 75 mile radius of WCSC-TV. These are but two indications of the rapid industrial expansion of the market—a market in which WCSC-TV has produced over 100 advertising success stories in its first year. Future prospects: *Unlimited.*

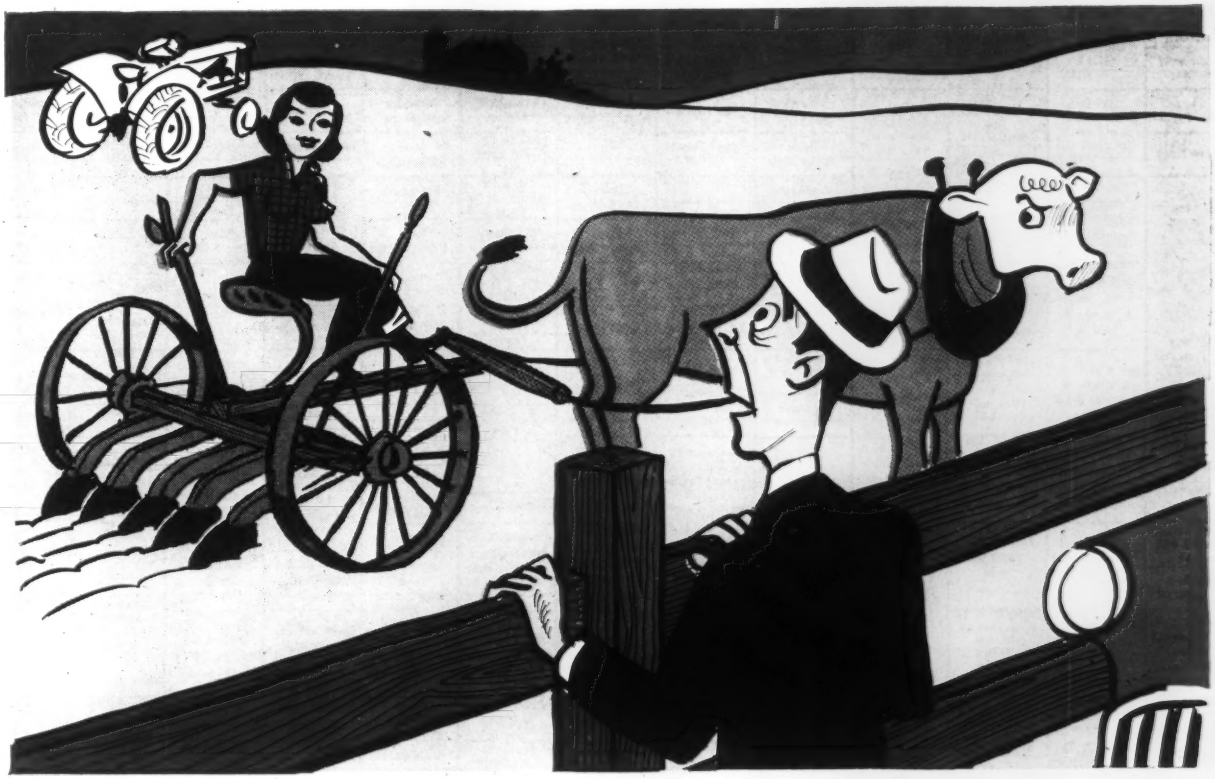
CBS
ABC

WCSC-TV
Channel 5
CHARLESTON, S. C.

JOHN M. RIVERS
PRESIDENT

REPRESENTED NATIONALLY BY
FREE AND PETERS





Heard the Story About the Farmer's Salesman and the Traveling Daughter?

It had something to do with the farmer's daughter who was seen "out in the south forty" doing some fall plowing with a prize bull hitched to where the tractor ought to have been. Asked why by a farmer's salesman she replied, chewing her bubble gum furiously—"I'm just tryin' to teach this critter that life ain't all romance."

And it ain't. You've got to reach the people where they are and reach them at a cost that will leave something in the till for coffee and. . . . And . . . with KEYSTONE BROADCASTING SYSTEM'S 766 Home Town and Rural radio stations you have an instrument that can be just as big or just as small as you want. You can pick a territory and a group of sixty or six hundred stations as the case and your sales requirements may indicate.

Our files are loaded with success stories, sales records of national brands you know and respect.

Let us tell you why, how and where we should be on your selling team.

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK TV SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter (497)	TBA
6:15	Paul Harvey Belltone			
6:30	Co-op George Sokolsky	Hall Bros. Radio Hall of Fame (206) (sts. 10/3)	Mutual Benefit On the Line with Bob Considine (548)	TBA
6:45	Quincy Howe		Harry Wismer Sports (355) General Tire	
7:00	Highway Frolics	Amer. Tob. Jack Benny (213)	Red & Gun Club-Co-op	
7:15				
7:30		CBS Columbia Amos 'n' Andy (alt. wks.) Music Hall	Wonderful City	TBA
7:45				
8:00		Toni & Whitehall Cosponsored Our Miss Brooks (206)	Heartbeat of Industry	TBA
8:15				
8:30		Philip Morris My Little Margie (204) R	Enchanted Hour	
8:45				
9:00	Walter Winchell Gruen & ASR alt. wks.		The Army Hour	
9:15	Lorillard Taylor Grant	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)		
9:30	Highway Frolics (Cont'd)		London Studio Melodies	
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Manion Forum of Opinion	Fibber McGee & Molly *3-Plan
10:15	Geo. Hamilton Combs	10:05-10:30 Mahalia Jackson	Hazel Markel Co-op	The Great Gildersleeve 3 Plan
10:30	The Assemblies of God "Revival Time"	U N Report	Little Symphonies	Meet the Press
10:45		John Derr Sports		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News from NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Longines Chorallers M-F (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family
	General Motors Henry Taylor (159)	Toni & Carter Corliss Archer (207)	Top Secret Files *	Best of All
	American Music Hall			
	Voice of Firestone	Lever-Liston Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
	Camaratta Music Show	Liggett & Myers Perry Como (195)	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
		9:15-30 Mr. & Mrs. North	Co-op Mutual Newsree	
	Sammy Kaye	9:30-9:55 Amos 'n' Andy Music Hall Murine Segmts. on Various Nights (206)	Co-op Reporters Roundup	Cities Service Band of America (113) N
		Robt.Trout, News Chevrolet (197)	A. F. of L. Harry Flannery (189)	Fibber McGee & Molly *3-Plan
	Co-op Headline Edition	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan
	Richard Rendell News	M-F Dance Orchestra	Distinguished Artists Series	Two in the Balcony
	Philco News			
	Martha Lou Harp		Co-op Virgil Pinkley News	No Network Service
	Songs by Dini	News	U. N. Highlights	News of the World Morgan Beatty
	Sports Report S	Dance Orchestra		

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
	General Mills Silver Eagle	Longines Chorallers	Beltone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show 245)	One Man's Family (182)
	Jack Gregson	8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	Treasury Agent *	Toni Co. Mars People Are Funny
	News S			
			Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S		Johns Manville Bill Henry 9:05 Spotlight Story	Lux Radio Theater
	Co-op Town Meeting	Mr. & Mrs. North	Co-op Newsreel	
	Chr. S. Publ. Co. Irwin D Canham (20)	9:30-9:55 Amos 'n' Andy Music Hall Murine Segmts. on various nights	Search That Never Ends	
	Co-op Headline Edition	Robt.Trout, News Chevrolet (197)	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan
	Edwin C. Hill	Davies Orchestra	Co-op State of the Nation	Listen to Washington
	Martha Lou Harp			
	Chautauqua Story	News	Co-op Virgil Pinkley	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WEDNESDAY

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (30)
		Dwight Cook's Guest Book
	Budweiser Bill Stern	No Service
	Co-op George Hicks	Lowell Thomas (155) R
	Vandercook CIO	Tenn. Ernie
	Co-op Quincy Howe	
	Gen. Mills, Lone Ranger (153)	Longines Chorallers
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)
	Jack Gregson	Wrigley FBI in Peace War (190)
	News S 8:25-30	21st Precinct
	Sammy Kaye	Liggett & Myers Perry Como (206)
		Mr. & Mrs. North
	News S	Amos 'n' Andy Music Hall Murine Segmts. on various nights Robt.Trout, News Chevrolet (197)
	Paul Whiteman Varieties	
	Co-op Headline Edition	Mr. Keen
	Richard Rendell News	M-F Dance Orchestra
	Philco News	
	The Dunigans and Their Friends	
	Songs by Dini	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	Collector's Item
11:15	Marines in Review		Co-op John T. Flynn	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Pan-American Union	12:05-30 Campaign '54	Studio Concerts	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	Radio Church of God	Geo. Hermann News	The Barbasol Co. Barbasol Parade of Hits	
1:00	Churches of Christ Herald of Truth (108)	Man's Right to Knowledge	Wings of Healing Global Frontiers	Youth Wants to Know
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	RealLemon Tu & Th M sustaining W&F Rockwood	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Allen Prescott	
	Philco, M-W-F Quaker Tues. & Thurs.	Staley, Pet Milk Campana Godfrey (192) R	Johnny Olsen Show	The Bob Smith Show S
	Sterling Drug My True Story (212)	Campana Starkist Godfrey (199) R	Co-op Cecil Brown	
	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Minn. Mining Frigidaire-Arthur Godfrey (198) R	Co-op Kenny Baker Show	
	When A Girl Marries (165) Carnation Co.	Kellogg Toni (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Madeleine Carroll Story Time*	Miles Labs Break the Bank
	Mdrn. Romances M-F Junket (hall sponsorship)	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	C-P Strike It Rich (179)
	Ever Since Eve	Pillsbury & Toni alt. Fri. Pillsbury M-Th	S. C. Johnson News	C-P The Phrase that Pays (183)
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day	Second Chance *3-Plan
	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	No Network Service
	Valentino	Armow & P&G Wendy Warren (206)	(Miles) Break the Bank	
	Art & Dotty Todd	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	No Network Service
	Jack Berch (12:30)	Toni MWF Whitehall M-F Helen Trent	12:20-12:30 Down at Holmesy's	
	N.S.A.	Whitehall Our Gal Sunday (183)	12:30-1 No Service	
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		Galen Drake		Egbert & Ummly 8:30-9:30
		St. Louis Melodies	9:30-9:35 Les Higbie News	
	(10-10:30) Table Products, Inc.	Co-op Garden Gate	No Network Service	Serenade to Romance
		Galen Drake		
	Ralston & Nestles Alternate wks. Space Patrol (284)	Calgon Galen Drake (65)	American Travel Guide	
		Nehi (165) Milner (125)	Kite Flite	
	Platterbrains	Helene Curtis (205)	11:30-35 W. Fanning News	
	All-League Clubhouse S	Van Camp (203)	11:35 U. S. Military Academy Band	
	101 Ranch Boys S	12-12:30 Romance S	Farm Quiz	Roadshow
	American Farmer S	Carnation, Stars Over Hollywood (201)	Co-op N. E. Barn Dance Jamboree	
	Harv Heur S	Carter City Hospital (205) Tasti Diet Galen Drake (st. 9/11) (205)	Dance Orchestra	Allis-Chalmers Natl. Farm & H. Hour (188)

SUNDAY

	ABC
1:30 PM	Pilgrimage
1:45	
2:00	Healing Waters Inc. Dr. Oral Roberts
2:15	
2:30	Dr. Wyatt Wings of Healing
2:45	
3:00	Sammy Kaye Sunday Serenade Room
3:15	
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	
4:00	
4:15	Gospel Beats Old-Fashioned Revival Hr.
4:30	
4:45	
5:00	Youth on the March Perry Crawford
5:15	
5:30	Goodyear Greatest Show Ever Told
5:45 PM	

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	General Mills Silver Eagle	Longines Choraliers	Gabriel Heatter	Miles Labs News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
8:00	Jack Gregson	8-8:25 Suspense	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:15	News S			
8:30		Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
8:45	News S			
9:00	Sammy Kaye	Rosemary Clooney	Johns Manville Bill Henry 9:05 Spotlight Story	Adventures of the Scarlet Pimpernel
9:15	News S	Mr. & Mrs. North	Co-op News Reel	
9:30	Ephrata Park Treas. Show S	Amos 'n' Andy Music Hall Murine segmts. on various nights	Author Meets the Critics	Harkness News 9:30-35
9:45		Robt. Trout, News Chevrolet (197)		Senor Ben 9:35-10
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
10:15	Richard Rendell News	M-F Dance Orchestra	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan
10:30	Edwin C. Hill		Musical Caravan	Jane Pickens Show Co-op
10:45	Front & Center			
11:00	Indoors Unlimited	News	Co-op Virgil Pinkley News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Choraliers	Gabriel Heatter	Miles Labs News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
8:00	Jack Gregson	8-8:25 Crime Photographer	Counterspy *	Chevrolet Dinah Shore
8:15	News S			Toni Frank Sinatra Show
8:30		Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	
8:45	News S			
9:00	Sammy Kaye	Liggett & Myers Perry Como (206)	Johns Manville Bill Henry 9:05 Spotlight Story	Friday with Garroway
9:15	News S	Mr. & Mrs. North	Co-op Mutual Newsreel	
9:30	The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall Murine segmts. on various nights	Have a Heart	
9:45		Robt. Trout, News Chevrolet (197)		
10:00	Football Forecast S	Mr. Keen	A. F. of L. Harry Flannery	Gillette Fights
10:15	Philco News	M-F Dance Orchestra	Manhattan Crossroads Co-op	
10:30	Capitol Concerts		TBA	Sports Highlights
10:45	Frank & Jackson			
11:00		News	Co-op Virgil Pinkley News	No Network Service
11:15 PM	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac	George Hicks News
6:15		Memo From UN		H. V. Kaltenborn News Co-op
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Showcase
6:45	Co-op Sports Afield with Bob Edge	Daniel Scherr		
7:00	Show Time Review	Gen. Mtrs., News	Co-op Sam Levine	Stars from Paris
7:15	At Ease	Juke Box Jury	Co-op Report from Washington	
7:30	Dinner At The Green Room S		Keep Healthy	TBA
7:45			The Globe-Trotter	
8:00	8:00-8:05 ABC News	Liggett & Myers Gunsmoke (213)	True or False	Conversation
8:15				
8:30	Dancing Party S	Gangbusters	Magic Valley Jamboree	Boston Symphony Orchestra
8:45				
9:00		P. Lorillard Two For The Money (209)	Hawaii Calls	
9:15				
9:30		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
9:45		9:55-10 Chevrolet A. Jackson (192)		
10:00	Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Dude Ranch Jamboree
10:15				
10:30	Music	Dance Music		Pee Wee King Show Co-op
10:45				
11:00		News	Basil Heatter Commentary	News from NBC
11:15 PM		Dance Orchestra	Airmen of Note	No Network Service

SUNDAY

	CBS	MBS	NBC
1:00 PM	1:30-1:35 Gen. Mtrs., News	Lutheran Hour (479)	U. of Chicago Roundtable
1:15	Syncopation Piece		
1:30	Longines Symphonette (126)	Bandstand USA	The Catholic Hour
1:45		The Barbasol Co. Barbasol Parade of Hits	American Forum
2:00	New York Philharmonic	Co-op Merry Mailman	
2:15		Band Concert	
2:30		The Barbasol Co. Barbasol Parade of Hits	
2:45	ON A SUNDAY AFTERNOON	CBC Symphony Orchestra	Weekend
3:00			
3:15		Flight in the Blue	
3:30			
3:45		The Shadow	Inheritance
4:00		True Detective Mysteries	
4:15		5:50-6:00 State Farm Mut. C. Brown	Dennis Day Nutrilite Show
4:30	Bob Trout Chevrolet (205)		

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
1:00 PM	Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Pauline Frederic Reporting
1:15		P&G Duz Guiding Light (128)		
1:30	No Network Service	Armour Mrs. Burton (146)	Luncheon with Lopez	No Network Service
1:45	T&Th Charles Antell Show	P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	
2:00	Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
2:15		P&G Ivory Fl. Brighter Day (164)		
2:30	The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R	Ruby Mercer Co-op	News
2:45		Lever, Kellogg Housenarty * (182) R		Woman In Love
3:00	Reed Browning Show 4-4:25	Pillsbury MTh House Party Hawaiian F (196) R*		P&G Pepper Young (166)
3:15	Betty Crocker M-W-F T&Th Dorese Belc	Mike & Buff	No Network Service	P&G Right to Happiness (163)
3:30	Treasury Bandstand 4:30-5	No Service	Tony Martin's Musical Quiz	P&G Backstage Wife (175)
3:45		4:55-5 News	Bruce and Dan	Sterling MWF Toni Tu-Th Stella Dallas (162)
4:00	Musical Express	No Service	MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Sterling M-W-F Toni (Tu-Th) Widder Brown (182)
4:15	Gloria Parker			P&G Woman in My House (188)
4:30	Vincent Lopez		MWF Kellogg Co. Wild Bill Hickok TuTh E. Benson Johnson News	Miles Labs Just Plain Bill
4:45				C-P Lorenzo Jones (191)
5:00				Mr. Jolly's Hotel for Pets Coast Fisheries
5:15				It Pays To Be Married *3-Plan

SATURDAY

	ABC	CBS	MBS	NBC
1:00 PM	Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer Show	Roadshow 1:30 Until Start of Football Game
1:15		Peter Lind Hayes		
1:30		Let's Pretend		Crosley Div. Avco Approx. 2:30-5:30 Football Games
1:45	Co-op Football	Dance Music	Sports Parade	
2:00		Allan Jackson Chevrolet (205)	Bandstand U.S.A.	
2:15		Report From Overseas		
2:30		Adv. in Science		
2:45		Farm News		
3:00		World Assignment		
3:15	Chautauqua Symphony	Operation Music	Salute to the Nation	Approx. 5:30-6 Roadshow 9/18 & Thereafter
3:30		Treasury Band Stands	Maz McGuire Show	
3:45		Allan Jackson Chevrolet (205)		
4:00	Pop Concerts	Washington U.S.A 5-5:30	5:00 Teen-agers Unlimited	
4:15				
4:30	Labor & Management	Saturday at the Chase	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	
4:45			E. Helles News	

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News, (332). 10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:55 a.m. Sun. Lou Cioffi—News (88)
12-12:05 p.m., Sat., Dr. Scholl—Billy Shadel 188
3:15- 3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Victor A. Bennett Co. (Agcy)
Sun.—News 12 Noon-12:05 p.m.; 4:00-4:05 p.m.; 5:00-5:05 p.m. 41 Sta.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Gen. Foods—Jell-O Young & Rubicam, Inc.
St. 9/13-9/24 M., W., F.
St. 9/27-9/30 M-Th.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m., st. 9/15 S S C & B
Galen Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta. Sidney Garfield Assoc.
Galen Drake—Calgon Sat 10:45-55 a.m., 65 Sta. Ketchum, MacLeod, & Grove
Arthur Godfrey Time
10-10:15 A. E. Staley & Pet Milk alt. days.
10:15-30 Campana & Star Kist alt. days.
10:30-45 Minn. M.-W. alt. Fri. & Frigidaire Tu.-Th. alt. Fri.
10:45-11 Kellogg M.-W. alt. Fri. & Toni Tu.-Th. alt. Fri.
11-11:15 Lever M.-W. alt. Fri. & National Tu.-Th. alt. Fri.
11:15-30 Pillsbury M.-Th. alt. Fri. & Toni alt. Fri.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
Lemon Products-Mon., Wed., Fri.
R. J. Reynolds Tob. Co.—M-F.
Pan American Coffee Bureau-Tues. & Thurs.
SOS Co. Mon. & Thurs. eff. 9/13
Multi-Message
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA, Fibber McGee & Molly; Second Chance; It Pays to Be Married.

September 27, 1954

For 31 years, WMC has offered an unmatched combination . . . the best of NBC programs, plus such outstanding local personalities as,

GENE STEELE, King of the Hillbillies . . . outstanding early morning favorite for the past 15 years . . . more than 3,300 programs for the same sponsor.

WALTER DURHAM, WMC's Farm Director. Farm Editor of The Commercial Appeal . . . Director of nationally-famous Plant-to-Prosper Program. Holder of the Reuben Brigham award. His morning and noon programs are farm favorites.

SLIM RHODES, and his Mountaineers . . . 8 consecutive years for the same sponsor. This six-piece hillbilly band is a WMC noontime favorite.

CHARLEY DIAL, rates high with early risers and the Mid-South rural audience . . . unique western and pop music by this former star of famed Kansas City Brush Creek Follies.

OLIVIA BROWNE, conducts the Mid-South's top women's show in the early afternoon (Pulse, June, 1954). Features interviews with national personalities.

The only station in the Mid-South with both AP and UP news services.

The only station in the Mid-South with two experienced, full-time news writers.

WMC MEMPHIS
NBC—5,000 WATTS—790 K. C.

WMCF WMCT
300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal
National representatives, The Branham Company

LUCILLE PIETI

on all accounts

CHRYSLER Corp. 10 years ago anticipated the day when 80% of the women would have the final say-so in buying an automobile and, after an interview with 17-year-old Lucille Pieti, hired her on a cooperative basis. She finished high school and went on to Wayne U. from which she graduated in 1950 with a B.S. in mechanical engineering.

When Plymouth Div. branched out into its own tv programming, instead of "riding along on the coat tails of Dodge and DeSoto," and started *That's My Boy* on CBS-TV, it borrowed the services of Miss Pieti, now known as the only lady automotive engineer in the industry. Plymouth and its agency, N. W. Ayer & Son, figuratively clapped their collective hands in glee over the attractive and intelligent lady engineer as a "natural" to deliver the commercials. A technical writer in the Central Engineering Div. of Chrysler, the trim blonde knows whereof she speaks on such as engines, special gear ratios, torques, acceleration, transmissions and performance. Slide rules, calipers and micrometers are as familiar to her as lipstick and powder.

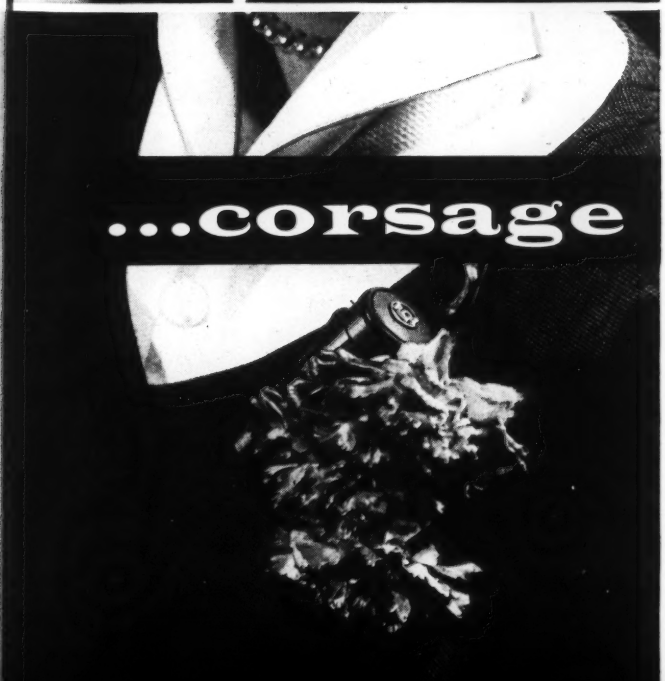
Emphasizing she is not an actress, Miss Pieti, whose division is designed partly to work with advertising agencies on copy, spent the 15 months prior to the start of *That's My Boy* last April on the road with the "New Worlds in Motion" show. Representing Chrysler, she traveled all over the U. S. with more than 100 exhibits as the factory's demonstrator. In her current job she particularly likes the public relations aspects, declaring she finds public contact most stimulating.

With no loss of femininity, Miss Pieti wears "working" clothes such as suits and tailored dresses while on camera to further convince the viewers she really is an engineer and not a model reading copy. Bill Goodwin does the general commercial on the Saturday evening program and then introduces her to explain a particular phase or function.

Born in Detroit 27 years ago, she had planned to follow a nursing career. After an aptitude test, which showed mechanical abilities, she did a turnabout and concentrated upon becoming an engineer.

When she's home in Detroit she lives with 11 other career girls in a resident hotel. Interested in swimming, skiing, photography and music, Miss Pieti is a member of the Society of Automotive Engineers, Society of Women Engineers and—more recently—American Federation of Television & Radio Artists.

"hides" *behind a...*



...the new **BK-6A** **RCA** *dynamic miniature microphone*

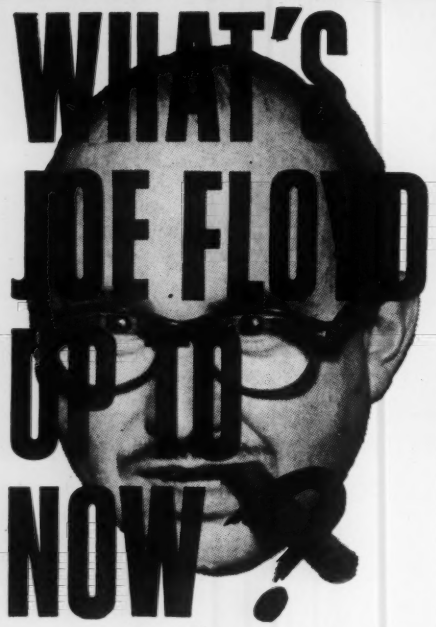
Here's a miniature mike that does a man-size job . . . This RCA Dynamic Microphone is small enough to conceal in a man's hand or under his necktie. Ladies can hide it behind a corsage. Or, you can put it behind a table decoration. In any setting, it's an amazing help in keeping the informal atmosphere so many television shows, interviews and public occasions require.

However you use it, you can be sure of correct speech quality. Low-pitched chest sounds, sibilants and high-pitched sounds are all reproduced in proper balance.

Just three inches long, weighing only 5½ ounces and neutral in color, this RCA Miniature is as inconspicuous as modern microphone design can make it. A small and very flexible cable allows free, easy movement by anyone using it. And in spite of its unusual compactness, the BK-6A is a high quality microphone and has very durable construction.

This RCA Miniature Dynamic Microphone can increase *your* staging and production flexibility in many ways. For information on *all* of its advantages . . . contact your RCA Broadcast Sales Representative, or write Dept. **I-22**, RCA Engineering Products Division. In Canada, write RCA Victor Ltd., Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.



Just this! Joe Floyd's already dominant KELO-TV now adds even greater power. September 1st marks installation of new 25 kw amplifier capable of driving signal

up over

200,000

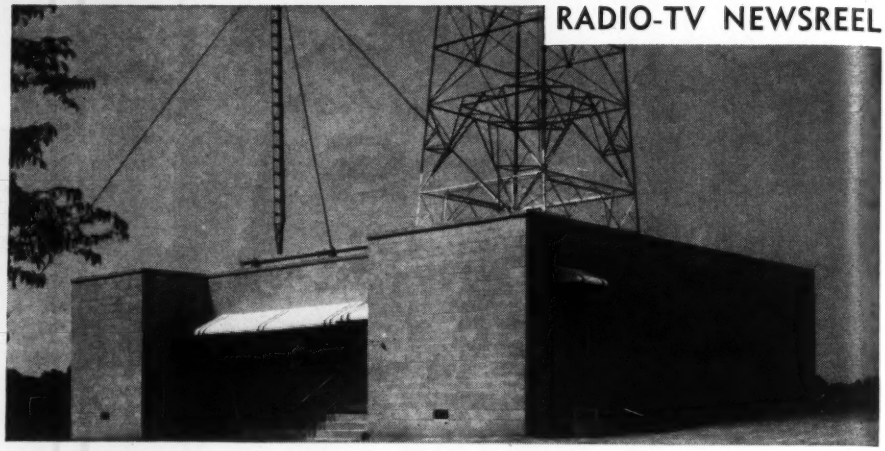
WATTS

. . . and signal makes sales in this flourishing greater Sioux Empire. KELO-TV, its great entertainment medium and constant buyers' guide, now reaches out to bring extra thousands of customers into your selling orbit.

*South Dakota, Minnesota, Iowa

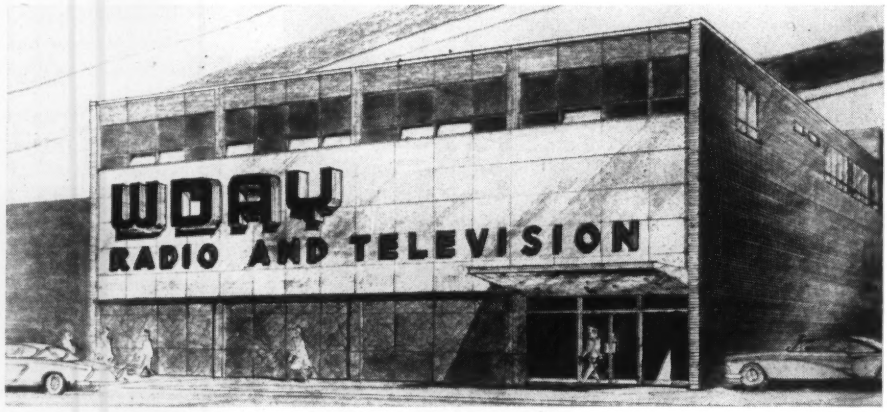
KELO TV
and Radio

Channel 11 – Sioux Falls, S.D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

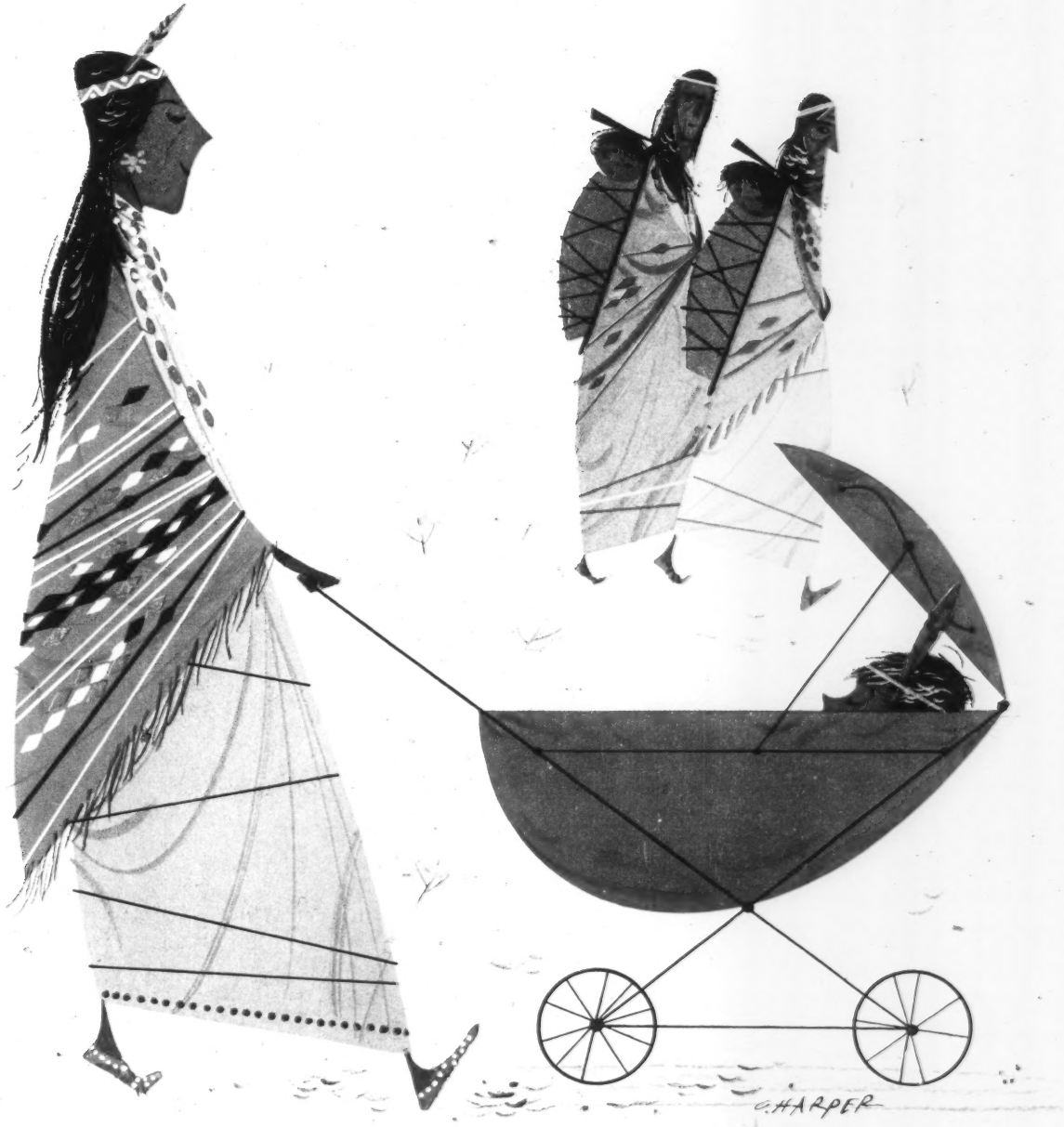


WAIR Winston-Salem, N. C., has moved into its own building that combines studios, transmitter and offices. The building cost less than $14,000 and the station, licensed to Radio Winston-Salem Inc., expects to have it paid for in three years. John S. Riggs is president and Joseph A. Pace general manager. Station formerly rented space for offices and studios. Upon expiration of its lease and faced with a sharp increase in rent, WAIR decided to get its own building. The resultant savings in overhead is around $1,000 a month, according to the station.

PARTICIPATING in ground breaking ceremonies at the site of Milwaukee's new $1 million station, WTVW (TV), are (l to r) Lawrence Timmerman, county board chairman, Soren H. Munkhof, station manager, and Paul A. Pratt, president of WTVW. Target date for the ch. 12 outlet, which will be a basic ABC and a primary DuMont affiliate, is Oct. 27. Permanent studios, to be erected at an undetermined Milwaukee site, are expected to be in use within six to nine months.



CONSTRUCTION has begun on the new $400,000 home for WDAY-AM-TV Fargo, N. D., shown here in an artist's sketch. The three-story steel, concrete and brick structure will have a 75-ft. front of Indiana limestone and polished granite and will be 110 ft. deep, the stations report.



nothing **W***orks* **L***ike* **W***antmanship*

Might-buys become *must*-buys with the Crosley Group's three-way **W***antmanship*. 1, Program promotion captures a maximum audience for your advertising. 2, Depth-selling talent adds personality push to your message. 3, Solid-sell merchandising follows through to the point-of-*sold*. Typically, WLW-D, Dayton, proves that the Crosley Group **W***antmanship* moves more merchandising faster, *at less cost,* than any other medium or combination.

the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

Exclusive Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

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DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

Hoopers show that despite competition from four other stations (and all three *other* networks), KWKH and CBS are the BIG Shreveport favorites. And of course Metropolitan Shreveport represents only a fraction of KWKH's total coverage!

JAN.-FEB., 1954—SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

S.A.M.S. credits KWKH with 22.3% more daytime homes than all other Shreveport stations, *combined!* Yet KWKH gives you 89.4% more *listeners-per-dollar* than the next-best Shreveport station!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

September 27, 1954 Vol. 47, No.13

RADIO AND TELEVISION SETS: HOW MANY—WHERE THEY ARE

An advance summary of the Politz survey for radio networks and BAB counts 100,920,000 U. S. radio sets in working order and 28,450,000 television sets. Only 5 out of 20 radios are in living rooms where 17 out of 20 tv sets are located. Biggest concentration of radios: in family automobiles.

A BENCHMARK in radio-television research was exposed last week in a comprehensive advance report on the $80,000 national survey conducted by Alfred Politz Research Inc. for the radio networks and Broadcast Advertising Bureau and supervised and validated by the Advertising Research Foundation Inc.

The Politz survey determined the number of radio and television sets in working order in U. S. households, the rooms in which they are located and the number of family automobiles with radio sets.

The full report will be distributed next month, but a summary released last week by ARF showed:

- That 45,020,000 homes—or 94.7% of all U. S. households—have a total of 100,920,000 radio sets in working order. These include 26,180,000 radios in family autos.
- That 27,600,000 homes—58.1% of all U. S. households—have a total of 28,450,000 tv sets in working order. (Estimates do not include radio and tv sets located in "public places, business establishments and quasi-households such as hotel, college dormatories and armed forces installations," ARF explained.)
- That 97.1% of all tv households have one or more radios in working order.
- That 91.3% of non-television households have at least one radio set in working order.

The study showed that of the more than 45 million radio households, 26,800,000 have tv receivers in working order and 18,220,000 do not. It found that of households equipped with radio and tv, 75.6% have two or more radios and 42.8% have three or more. Among radio households which do not have tv, 52.5% have two or more radio sets in working order and 20% have three or more.

In locating radio and tv sets in the home, the Politz study revealed:

- That 17 out of every 20 tv sets are located in the living room, while only 5 out of 20 radio sets are found in that room.

The Politz study showed the following distribution of radio sets in working order, according to location (includes almost 5 million portable radio sets):

Location	Radio Sets (add 000)
Living Rooms	25,320
Bedrooms	21,560
Kitchens	16,100
Dining Rooms	4,390
Dens, Studies, Libraries	1,450
Misc. Locations	5,920
Automobiles	26,180

The survey pointed out that of the radio sets in bedrooms, 70.5% are in bedrooms occupied by persons 20 years of age and older; 21.1% by persons 10 to 19; 8.7% by persons under 10 years and the balance are in unoccupied bedrooms.

The Politz findings were based on 11,020 interviews, according to ARF, which noted that the report when distributed in October will contain 78 tables.

Other Politz data, from each category as set forth by ARF:

1. GEOGRAPHIC DISTRIBUTION. Highest radio ownership is in the North Central section of the U. S. There, 96.9% of all households have at least one set. Lowest is in the South—90.8%.

Highest tv ownership is in the Northeast—71.6% with one or more sets. The South: only 44.4% of households have tv sets in order.

2. METROPOLITAN vs. RURAL. Nearly two-thirds of all radio sets are in metropolitan areas, with 95.6% of all households having one or more sets in working order. Rural areas (population under 2,500) account for one-fifth of all radios—92.1% of households have sets.

Metropolitan households account for three-quarters of all tv sets, with 72.1% of these households so equipped. Rural areas account for about one-seventh of all tv sets, and 35.6% of rural households have one or more sets.

3. ECONOMIC LEVELS. Politz sets up four: upper, upper middle, lower middle and lower. According to the study, 98.8% of upper income households have one or more radios; 72.8% have one or more tv receivers. In lower income, corresponding figures are 85.7% (radio) and 35.9% (tv).

Politz found that persons living alone apparently are less likely to have either radio or tv sets than the larger household groups. For example, the survey explains that 13.6% of all single-member households do not have radios, while the average for all households is 5.3%. At the same time, 77.7% of persons living alone do not have tv—average for all households without tv is 41.9%.

Politz found that car radio distribution follows generally the geographic and economic patterns similar to household radios. Highest proportion of radio equipped: Northeast with 67.8%, metropolitan areas with 67.7%. Lowest: the South with 56.1%, although the ARF summary notes the number of car radios there exceeds six million. In rural areas, 51.7% of household automobiles are radio-equipped.

Other car radio facts: the newer the automobile the more likely it is radio equipped: 75.2% of all 1953-54 autos have radios in working order. Of the 1946-52 autos inclusive, the percentage is 67. Only 35.5% of all cars dated earlier than 1946 have radios operating.

The ARF summary said the Federal Civil Defense Administration took part in the project by providing letters of introduction for the use of interviewers as well as descriptive leaflets about Conelrad. In return, ARF said it included in the questionnaire two "basic questions to determine the public's knowledge of civil defense plans for the use of radio in cases of emergency." The information, ARF added, is not in the report but was sent to FCDA. ARF said it believed a large measure of the interviewing success was due to the civil defense participation.

Set Inspection

Among controls and definitions used were:

In at least 10% of all interviews, radio and tv sets had to be subjected to actual inspection by the interviewer who, after recording answers, asked if he could check each radio and tv set in the house. Ninety-three percent of households so queried consented. ARF noted that at first, Politz intended to use the results of this "control data" to correct any claims out of line. However, it was pointed out, information obtained during the interviews corresponded so closely with that obtained through "controls" that the idea of adjusting claims was discarded.

In its classification of sets out of order, the study stuck to rigid rules. If a set could not receive at least one station or channel it was "out of order" regardless of when repairs were to be made. Totals under this definition:

Household radios out of order were 14,110,000; automobile sets, 2,630,000. These compared to the 100,920,000 radios in working order. The number of household radios not working are located in 11,270,000 homes of which 9,470,000 have at least one other in working order. Besides 28,450,000 tv sets in working order, 810,000 are not in working order.

Tv sets classified as out of order were those which were incapable of reception, but receivers which could receive a picture but no sound (or vice versa) were counted as in working order. This also went for sets which were in working

RADIO IS WHERE TV ISN'T

HERE'S a quotation from the ARF summary released last week:

"Of the 67,870,000 radio sets in television households, 53,920,000—or approximately 80%—are not in the 'same room' location with the television set. These 53,920,000 radios plus the 33,050,000 sets associated with 'radio only' households produce a total of 86,970,000 radios which are not in the 'same room' location with television. Correspondingly, there are 15,140,000 television sets not in the 'same room' with radio."

order but in areas where signals were not available.

The Politz study is based on a stratified probability sample of households, designed to be self-correcting for population changes since the 1950 census, ARF said.

Field work was begun May 3 and completed May 28. Personal interviews in that time were completed in 11,020 households in 1,014 different sample segments distributed over 140 counties in 70 primary sampling units. To assure accuracy, personal room-by-room inspections were made in 1,200 households, ARF explained.

Objectives, scope and design of the study were approved by the ARF's technical committee headed by Arno H. Johnson, vice president and research director of J. Walter Thompson Co. ARF staff members observed actual interviewing in 25 primary sampling areas across the country. ARF supervision and validation also included the checking of tabulations and the preparation of the report.

Committee supervising the project was headed by Harper Carraine, director of research, CBS Radio. Also on the committee: G. S. Brady, research director, General Foods Corp.; E. L. Deckinger, vice president in charge of research, the Biow Co.; Kevin Sweeney, president of BAB.

The ARF summary released last week was copyrighted. ARF granted permission until Oct. 20 to quote from the summary provided the meaning of its findings are not distorted and that proper copyright notice accompanies quotations.

The Politz computations approximate percentages arrived at by J. A. Ward Inc., also a research company, which surveyed radio for MBS [B•T, Aug. 23]. The Ward report, which has not yet been released in detail, reported that 96% of all households have a home radio in working order and 60% have a tv set in operating condition. The Politz study, when separating radio and tv set ownership, found 94.7% of households with radio sets in working order and 58.1% with tv sets in working order.

BAB has been using a percentage of 98.2 as the rate of radio saturation of U. S. homes and a figure of 46,646,000 for homes which have at least one radio. (Both MBS and BAB are underwriters of the Politz study. Others: ABC, CBS Radio and NBC.)

BIOW CO. PARTS WITH BULOVA, GETS BENRUS WATCH FROM C&P

J. D. and Len Tarcher, along with other C & P executives, move to Biow Co. Benrus shift marks third account to leave C&P in recent months. Bulova withholds announcement of new agency.

AFTER an uninterrupted association of more than 30 years, Bulova Watch Co., New York, one of the largest spot advertisers in radio and television, with an annual spot budget of $5½ million, last week withdrew its advertising from the Biow Co., effective Jan. 1, 1955.

Biow responded instantly to the setback by securing the Benrus Watch account from Cecil & Presbrey, New York. Benrus boasts an annual advertising budget of nearly $2 million, most of it in television spots. It is likely that three other clients—Seeman Brothers, Julius Wile, and Necchi Sewing Machines—will also leave Cecil & Presbrey for Biow. Benrus will begin its new affiliation on Jan. 1; details on the remaining three accounts are still unsettled.

Bulova made no comment on its future plans beyond the traditional statement that "announcement of the appointment of a successor agency will be made at a later date."

Moving to Biow Co. along with the Benrus business will be Jack D. Tarcher, senior vice president and secretary of Cecil & Presbrey, as a vice president and group head, and Len Tarcher, account executive on Benrus at C & P, together with several other C & P executives.

Two Years With C&P

Benrus had been with Cecil & Presbrey for two years, dating from the merger of the Tarcher and C & P agencies in the fall of 1952. Benrus has been a national advertiser since 1924. Benrus recently introduced a line of 25-jeweled watches and a new clock radio with unique features. In addition, Benrus is engaged in research and development of other products in the consumer durable goods field.

Jack Tarcher will supervise the Benrus account at Biow Co., as he has done since the inception of Benrus advertising.

The loss of Benrus is the third major defection from Cecil & Presbrey radio and tv billings in the past several months and follows the death 10 days ago of James Cecil, chairman of the board of Cecil & Presbrey (see obituary, page 35). The other radio-tv accounts to depart Cecil & Presbrey recently are Block Drug Co.'s Ammident (to Harry B. Cohen) and Electric Autolite Co., which cancelled radio and tv. C & P retained some of the Block Co.'s products (Polident and Polygrip).

The news of the Bulova-Biow disaffiliation broke as a shock to the industry, signaling the end of one of the longest and most celebrated agency-advertiser unions in radio and tv history. The association began in 1924, resulting early in the creation of the first time signal ever heard on radio, in 1926. The tandem was responsible also for the first television time signal, spotted on WNBT (TV) New York in 1940 at a cost of $4. Currently Bulova devotes about 90% of its budget to tv spots and the rest to radio.

Always one of the most enthusiastic advertiser proponents of radio and television, Bulova today is the leading watch manufacturer in the country.

It is understood that the current action of the company will in no important way alter its basic reliance on radio and television as the principal advertising media for its products.

ATTENDING a post-premiere party of CBS-TV's *The Best of Broadway* series, sponsored by Westinghouse Electric Corp., are (l to r): Bob Livingston, CBS-TV sales account executive; Bill Hylan, CBS-TV vice president, network sales; Emerson Foote, executive vice president, McCann-Erickson Inc.; Mrs. Tom Losee; Lawrence Scott, advertising manager of consumer products, Westinghouse; Tom Losee, vice president and Westinghouse group head, McCann-Erickson, and Al Scalpone, McCann-Erickson radio-tv vice president. The premiere performance Sept. 15 was "The Royal Family."

Tea Assn. President Asks More Advertising

REQUEST to increase and strengthen the promotion of the tea industry in the U. S. was made last week by tea executives at the ninth annual convention of the Tea Assn. of the U. S. A. The meeting, attended by some 300 leaders of the tea, restaurant and grocery trades, was held at Bretton Woods, N. H.

Delegates heard Samuel Winokur, president of the U. S. Tea Assn., assert that competitive conditions demand yearly increases in advertising expenditures. The Tea Assn., a heavy user of spot radio-tv time, will spend $1,500,000 on advertising in 1954. Leo Burnett Co., Chicago, handles the account.

In the 40% market currently reached by the campaign, home consumption of tea has increased an average of five million pounds a year for the past three years when the "Take Tea and See" campaign was launched, according to Anthony Hyde, executive director of the Tea Council of the U. S. A. In his address Mr. Hyde also stated that "if we were able to project our television campaign into a greater share of the market we would get even greater results."

Maus Promoted at Seeds Co.

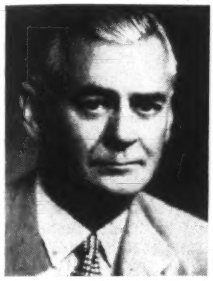
ELECTION of Harry H. Maus as executive vice president of Russel M. Seeds Co., Chicago, has been announced by that advertising agency. He succeeds the late George R. Bayard. Mr. Maus, who has been with the agency for 19 years, will assume administrative duties and continue to act as supervising account executive on the W. A. Sheaffer Pen Co. account. He joined the agency as a copywriter and later became copy chief, vice president and account executive. Mr. Maus' length of service is second only to that of Freeman Keyes, agency president.

Tiffany in Radio

FOR the first time in its long history, Tiffany & Co., New York, world-famous jewelers, will use radio to acquaint new customers with the reputation of the store. Tiffany will sponsor WQXR New York's *Symphony Hall,* starting this Thursday, and will use "only brief and informative commercial announcements." Contract was through H. B. Humphrey, Alley & Richards, New York.

James Cecil Dies; C&P Board Chairman

JAMES M. CECIL, 63, board chairman of Cecil & Presbrey, New York, died in New York Sept. 17.



MR. CECIL

Mr. Cecil started his advertising agency career in his hometown of Richmond, Va., after World War I. Prior to that he had been a newspaper reporter and officer in the Naval Air Corps during that war.

With his brother John and a partner he formed Cecil, Barreto & Cecil, in Richmond, Baltimore and New York. During the early 1920s Mr. Cecil moved to New York and the name of the agency became Cecil, Warwick & Legler. In 1939 Mr. Cecil joined the original Frank Presbrey Co. as president and the name became Cecil & Presbrey Inc.

Mr. Cecil was a trustee of the New York U.-Bellevue Medical Center, a member of the Council of New York U., vice president of the Travelers Aid Society, chairman of the board of the National Hospital for Speech Disorders, member of the executive committee of the National Civil Service League and of the Arthritis & Rheumatism Foundation. He was twice chairman of the Red Cross fund campaign in greater New York and vice president of the Netherland American Foundation, a chairman of the New York Council of the American Assn. of Adv. Agencies, and a member of the board of the national organization of the American Assn. of Adv. Agencies. His widow and four children survive.

Jones, SB&W Announce Differences Concluded

THE DUANE JONES CO. and Scheideler, Beck & Werner, New York, officially issued a joint statement last week asserting that "all differences outstanding" between the two agencies and Duane Jones, individually, "and the other parties involved in the various litigations, . . . have been composed to the mutual satisfaction of all parties, and all litigation between the parties had been terminated."

The legal wrangle between the two agencies started in mid-1951 when several executives of the Jones agency left to form the Scheideler, Beck & Werner agency. Mr. Jones sued and the matter went through several courts, resulting in a judgment awarding Mr. Jones $300,000 in damages.

18 BUY NBC-TV PARTICIPATIONS

Their purchases total 300 participations in the network's 'magazine concept' shows, 'Today,' 'Home,' 'Tonight.'

IN THE past 30 days more than $1,275,000 in new business has been signed for NBC-TV's *Today, Home* and *Tonight,* the network announced last week. Included in the purchase are some 300 participations by 18 advertisers. It marks the entry of Corning Glass Works, Corning, N. Y., into network tv with a campaign on *Home* and the charter client plan purchases of 39 participations each on *Tonight* by Peerless Electric Inc., New York, and Helene Curtis Inc., Chicago.

Nearly $650,000 of time representing over 160 participations, was bought on *Today;* $117,000, equal to 37 participations, on *Home,* and $452,000 with 113 participations on *Tonight,* which was scheduled to make its network debut this evening (Monday).

Richard A. R. Pinkham, vice president in charge of the participating programs department, said the sales are "evidence of the validity of the magazine concept which gives the smaller advertiser the consumer impact and dealer prestige of a major network show at a low cost per thousand viewers."

List of *Today* advertisers includes Malt-O-Meal Co., Minneapolis; Swift & Co., Chicago; Wright Silver Cream Co., Keene, N. H.; Washington State Apple Commission, Seattle; Electronics Div., GE Co., Syracuse.; Chevrolet Div., General Motors Corp., Detroit; Curtis Publishing Co., Philadelphia; Diamond Crystal Salt Co., St. Clair, Mich.; Crowell-Collier Publishing Co., New York, and *Family Circle* magazine, Newark, N. J.

Advertising on *Home* in addition to Corning are Curtis Publishing, also a *Today* advertiser; Parker Bros. Inc., Salem, Mass.; Cameo Curtains Inc., New York, and Sawyer Inc., Portland, Ore.

Besides Peerless and Helene Curtis, participations on *Tonight* have been sold to Chevrolet Motor Div., also a buyer on *Today;* Westclox Div. of General Time Corp., La Salle, Ill.; Cadillac Motor Div. of General Motors, Detroit, and Polaroid Co. Cambridge, Mass.

Four Renew on NBC Radio

RENEWAL by four advertisers of six NBC Radio programs for the 1954-55 season was announced last week by Fred Horton, director of sales. Renewal business was:

Skelly Oil Co., Kansas City, through Henri, Hurst & McDonald Inc., Chicago, for "Alex Dreier, News" (Mon.-Fri., 8-8:15 a.m. EST) and "This Farming Business" (Sat., 8-8:15 a.m. EST); Colgate-Palmolive Co., Jersey City, N. J., for "Strike It Rich" (Mon.-Fri., 11-11:30 a.m. EST) through Bryan Houston Inc., New York, and "The Phrase That Pays" (Mon.-Fri., 11:30-11:45 a.m. EST) through William Esty Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty Inc., for "Walk a Mile" (Wed., 8:30-9 p.m. EST); Miles Labs. Inc., Elkhart, Ind., through Geoffrey Wade Advertising, Chicago, for "Break the Bank" (Mon.-Fri., 10:45-11 a.m. EST).

Sinclair Spots to Push Power X

TO PROMOTE Sinclair Power X premium gasoline, "Power primed with rocket fuel," Sinclair will use an intensive advertising campaign, effective tomorrow (Tuesday), James J. Delaney, Sinclair's advertising manager, announced last week. Mr. Delaney disclosed that 160 radio and 34 tv stations will carry spots promoting the new Power X. Morey, Humm & Johnstone, N. Y., handled campaign for Sinclair.

THE NEW YORK and New Jersey plants of Sealy Mattress Co. will sponsor the *Sealy Television Playhouse* (five weekly half-hour plays, Tuesday through Saturdays at 11 p.m.) over WABC-TV New York, ABC o&o outlet. Approving the agreement are (l to r): seated, Eugene Kligman, president of the New York plant; Max Lewis, head of the New Jersey plant; standing, Trevor Adams, WABC-TV sales manager, and Budd Getschal, head of The Getschal Co., Sealy's agency.

Hall Clothes Augments Spot

ROBERT HALL CLOTHES, New York, plans to use heavy radio and tv schedules in fall for New York area to announce the Oct. 11 opening of its new Robert Hall "Super Salesroom" in Manhattan. Firm, which places spot schedules in 128 cities on more than 150 radio and 50 tv stations, will stage a week-long "multi-million dollar celebration" to be tied in with tv and radio schedules on WABC-TV, WNEW, WMGM, WINS, WMCA New York, WAAT Newark, N. J.; WPAT Paterson, N. J.; WHLI Hempstead, L. I.; WALK Patchogue, L. I.; WCTC New Brunswick, N. J.; WJLK, Asbury Park, N. J. Teaser announcements start Oct. 4.

SPOT NEW BUSINESS

Borden Co., N. Y., sponsoring *The Old Scotchman's Scrapbook,* series of 400 five-minute American-scene transcribed radio sketches, in 26 southwestern and southeastern markets as test to determine possible national sponsorship. Agency: Tracy-Locke Co., Dallas.

General Foods Corp., (Log Cabin syrup), N. Y., planning radio spot campaign for 26 weeks in number of selected markets, effective Oct. 4. Company also placing test radio spot campaign in Zanesville, Ohio, for eight weeks to promote new Apple Jello product, effective today (Mon.). Agency: Young & Rubicam Inc., N. Y.

Oxo (USA) Ltd. (Instant Oxo flavoring), Boston, placing test radio-tv spot campaign in New England to introduce product. Agency: Platt, Zachary & Sutton Inc., N. Y.

Carnation Co. and **Western Condensing Co.,** both L. A., introduce new "Instant Milk" with network and local program and spot announcement radio-tv campaign. Agency: Erwin, Wasey & Co. Ltd., same city.

United Gas Corp., Houston, Tex., conducting "Old Stove Round Up" radio-tv spot campaign in southern and western markets with nearly 10,000 spots on 60 stations in 40 towns and 200 filmed spots on seven tv stations in Gulf South. Agency: Bozell & Jacobs Inc., same city.

NETWORK NEW BUSINESS

Ralston-Purina Co. (Ry-Krisp), St. Louis, has purchased 19 participations on *Home* (NBC-TV, Mon.-Fri., 11 a.m.-12 noon EST), effective Oct. 26. Agency: Gardner Adv. Co., same city.

Carnation Co., L. A., and **B. F. Goodrich Co.,** Akron, Ohio, alternating sponsors of *Burns and Allen* (CBS-TV, Mon., 8-8:30 p.m. EST) adding 10 Canadian stations to sponsorship list and will add others as they go on air. Canadian showings will be Sun., 1:30-2 p.m. local time. Agencies: Erwin, Wasey & Co., N. Y. (Carnation) and BBDO, N. Y. (Goodrich).

AGENCY SHORTS

Boylhart-O'Connor, L. A., changes name to Boylhart, Lovett & Dean Inc.

Neale Adv. Assoc., L. A., moves to larger quarter at 8462 Sunset Blvd., West L. A.; tentative telephone: Hollywood 1-9955.

Olian-Sidman Adv. Agency Inc., Harrisburg, Pa., moves to 1517 North Second St.; telephone remains 4-7069.

A&A PEOPLE

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A.; **William H. Petit,** vice president, Clary Multiplier Corp., San Gabriel, Calif., and **John G. Clary,** assistant to president, Clary Corp. appointed to board of directors, Clary Corp.

Richard L. Brown, L. W. Ramsey Co., Chicago, to J. R. Pershall Adv. Co., same city, as vice president.

Robert P. Crane Jr. elected vice president, Carl S. Brown Co., N. Y.; **Samuel E. Gill** rejoins agency as vice president and assistant to president.

Charles A. Wilcox, research director and account executive, Wherry, Baker & Tilden Inc., Chicago, elected vice president.

Michael L. Stiver, manager, Buenos Aires office, J. Walter Thompson Co. Ltd., appointed vice president and managing director, Montreal office; **W. S. Mowatt** and **Benjamin H. Holdsworth,** both Montreal, and **Reginald F. Walsh,** Toronto, appointed vice presidents of agency; **Albert I. Camerson,** representative, J. Walter Thompson Co., Lakeland, Fla., office, promoted to account executive, succeeding **John Forshew,** who moves to Campbell-Ewald Inc., Detroit.

Gene Thomas, formerly account executive, G. M. Basford Co., N. Y., to McCarty Co., L. A., as merchandising and account executive.

Edward D. Gottlieb, advertising manager, International Latex Corp., N. Y., returns to Foote, Cone & Belding, same city, as account executive.

Lillian L. Shapiro, formerly with Schepp-Reiner Co. (station representative), N. Y., appointed advertising manager, Holzer Watch Co., same city.

Bobbie Francis appointed radio-tv timebuying dept. head, Arthur Meyerhoff & Co., Chicago.

Erwin H. Klaus, marketing director, Pacific div., Northrup, King & Co., Berkeley, Calif., appointed marketing-advertising dept. head, moving to company headquarters, Minneapolis.

Gary Stevens, N. Y. radio-tv producer, to Warner Bros., Hollywood, as radio-tv advertising director.

Howard A. Heller, associate media director, McCann-Erickson Inc., N. Y., appointed media director, agency's Chicago office.

KAUFMAN PLANNING NEW FILM NETWORK

XETV (TV) general manager has invited 126 stations to organizational meeting.

ORGANIZATION of the National Film Network, to be comprised of independent and "semi-independent" tv stations as affiliates and owners, was announced last week by Julian M. Kaufman, general manager, XETV (TV) Tijuana, Mexico (across the border from San Diego).

Mr. Kaufman reported that 126 stations which are either non-network or which have secondary affiliations with national networks have been invited to an organizational meeting in Los Angeles. Date of the West Coast meeting has not been set, but will be held within 30 days, Mr. Kaufman said.

Structure of the NFN will be similar to that of regular networks, Mr. Kaufman said, in that stations will guarantee regular time periods to the network. In this way, Mr. Kaufman pointed out, advertisers who have bought film properties will be able to place their programs on a national coverage basis, buying a network of stations through a single source.

Repayment to "affiliates" will be on a percentage basis for each account, Mr. Kaufman said. This will be based on the film network rate card, he said.

Initially, dues will be requested from all stations joining the organization, Mr. Kaufman said. This will be for the purpose of organizing and hiring a coordinator and a secretary. NFN ownership will be open to affiliated stations, Mr. Kaufman said.

Headquarters of the NFN are at the San Diego offices of XETV, 1229 Park Blvd., San Diego 3, Calif.

At the present time, the only station-owned film company is Vitapix Corp., which syndicates film features to member stations. Vitapix buys and commissions film features and series, for distribution to member stations.

In previous years, Paramount Television Productions Inc., subsidiary of Paramount Pictures Corp., licensee of KTLA (TV) Los Angeles, formed the Paramount Television Network, which syndicated film and kinescopes of KTLA programs to other stations. It was believed by Paramount officials that this could evolve into a full-fledged film network for tv stations. Although KTLA still sells kinescopes of its programs to other stations, the idea of a film network has lapsed.

Guild Film's 30 New Sales Include Ten for Laine Show

COMPLETION of 30 new sales on behalf of four program series of Guild Film Co., New York, was announced last week by Joseph P. Smith, general sales manager of the tv film production and distribution firm.

Heading the business activity were ten sales for the *Frankie Laine Show*. They were to Erin Brew for WEWS (TV) Cleveland; Whiteway Laundry for WSM-TV Nashville; Hamm's Beer, KHSL-TV Chico, Calif.; Stout Jewelers and Arch Wilson's Men's Store, WICS-TV Springfield, Ill.; Hot Point, WGTH-TV Hartford; GI Surplus and United Builders, KIMA-TV Yakima, Wash.; Virginia Brewing, WSLS-TV Roanoke, and WTRI (TV) Albany, KGTV (TV) Des Moines and WWTV (TV) Cadillac, Mich.

Nine sales for *Life With Elizabeth* were to: All detergent, WCSH-TV Portland, Me.; Seven-Up Bottling Co., WTVD (TV) Durham; Bell Bakeries, WNAO-TV Raleigh, N. C., WDBO-TV Orlando, Fla., WBTV (TV) Charlotte, N. C., and WFMJ-TV Youngstown, Ohio; Bon Marche Dept. Store, WLOS-TV Asheville, N. C.; Westinghouse Dealers, KBES-TV Medford, Ore.

Eight sales of *Florian Zabach Show* were to Gate City Savings & Loan, KXJB-TV Fargo, N. D.; Capital Federal Savings & Loan, WIBW-TV Topeka, and WCPO-TV Cincinnati, WHYN-TV Springfield, Mass., KOPO-TV Tucson, WMT-TV Cedar Rapids, WWTV (TV) Cadillac, Mich., and KARK-TV Little Rock.

Sales of *Joe Palooka Show* were to Seven-Up Bottling Co., WTVD (TV) Durham; and to WEAR-TV Pensacola and WTOP-TV Washington.

EDWARD ARNOLD (r), star of the Television Programs of America film series, *Your Star Showcase*, chats with C. B. Stephenson, president of First National Bank of Portland (Ore.), during Mr. Arnold's visit to the city. The show premiered in Portland yesterday (Sunday) under First National Bank sponsorship. Mr. Arnold has been visiting as many local markets where the series is showing as his shooting commitments will allow.

Kling Studios Opens New Chicago Facilities

NEW FILM production center comprising 44,000 square feet of property to house enlarged television and motion picture facilities has been unveiled by Kling Studios, Chicago.

The center is reported to be the largest such facility outside of Hollywood, where Kling also maintains lot and animation studios. All motion picture and tv facilities and personnel (some 80 people) will be housed in the new Chicago location at 1058 W. Washington Blvd., once the site of a roller rink. Other personnel will remain at 601 Fairbanks Court, Chicago.

The building has three sound stages of 8,645, 3,355 and 2,440 square feet.

Fred Niles, vice president in charge of Kling's motion picture-tv enterprises, now maintains offices in the new building, as do other key executives. Original cost of the project was estimated at $750,000.

CBS-TV Film Sales in Memphis

OPENING by CBS-TV Film Sales of a new office in the Three Sisters Bldg. in Memphis was announced last week by Wilbur S. Edwards, general sales manager. James McCormick has been appointed manager of the Memphis office, which covers Tennessee, Arkansas, Mississippi, Louisiana, and Alabama.

Unity Sales Campaign Dedicated to Sales Chief

AT UNITY Television Corp., New York, they're talking about the "Len Firestone Drive," a combination promotion-sales-advertising campaign and recognition of the company's top salesman. It kicks off Unity's 10th anniversary which begins the first of next year.

Last week, Arche Mayers, general manager of Unity, announced that Oct. 1-Dec. 31 will be dedicated to Mr. Firestone, Unity's national sales manager. District managers in each Unity territory will act as captains of the drive. Special packages will be offered to the trade with incentive payment terms. The comprehensive plan of tv film service, begun by Unity three years ago, will be augmented specially for the drive, Mr. Mayers said.

Backing up the drive are special cash prizes totaling more than $1,000 which will go to Unity field men for largest dollar volume, largest number of contracts and the highest single dollar contract. According to Mr. Mayers: "It is the first sales drive in the tv film industry to honor a sales executive." Mr. Firestone, known in the radio-tv field for more than 10 years, joined Unity in June 1953.

FILM SALES

United Television Programs Inc., Hollywood, has sold package of all programs it handles to KPLC-TV Lake Charles, La., starting in October and covering releases for two years. New markets for United's individual series: *Old American Barn Dance,* 6; *Lone Wolf,* 4; *Curtain Call, The Ruggles, Heart of the City,* 3; *Waterfront,* 2; *Royal Playhouse, Where Were You?, Counterpoint* and *Rocky Jones, Space Ranger,* 1.

Reid H. Ray Film Industries Inc., St. Paul, Minn., announce sale of *Walt's Workshop* to KCJB-TV Minot, N. D. and WSUN-TV St. Petersburg, Fla., bringing total markets to 22.

S. W. Caldwell Ltd., Toronto, has leased *Range Rider,* half-hour tv show, to: Canadian Bakeries Ltd. and Canada Nut Co., on CBUT Vancouver, CFRN-TV Edmonton, CKCK-TV Regina, CHCT-TV Calgary, and CFQC-TV Saskatoon; Canada Bread Ltd., and Milko Products Ltd., on CBWT Winnipeg, CKSO-TV Sudbury, CBOT Ottawa, and CBLT Toronto. Agency: James Lovick & Co. Ltd., same city.

CBS Television Film Sales Inc., N. Y., announces sale of *The Gene Autry Show* to Brookshire Ice Cream Co., WTOK-TV Meridan, Miss; Palmetto Baking Co., WIS-TV Columbia, S. C.; Crispie Potato Chips, KBAK-TV Bakersfield, Calif.; and Anderson Trailer Co., KELO-TV Sioux Falls, S. D., bringing total markets sold to 123. Company also announces renewal of *The Range Rider* by Fairmont Foods Co., Omaha, Neb., over WBAY-TV Green Bay, Wis., KVTV (TV) Sioux City, Iowa, KSWO-TV Lawton, Okla., and WDAY-TV Fargo, N. D.

FILM PRODUCTION

Mark VII Ltd., Burbank, is completing its 101st NBC-TV *Dragnet* film with new group of 23 films expected to be completed by end of year. Jack Webb is serving as producer-director-star of *Dragnet* since resignation of Stanley Meyer as producer to return to theatrical films.

Screen Gems Inc., Hollywood, is completing "Charlie C Company" and "Girl in Flight" for NBC-TV *Ford Theatre.* Former, co-starring Edmond O'Brien, Gene Evans and Robert Strauss, is produced and directed by Fred Briskin and Arnold Laven, respectively. Latter, shooting in color, stars Joan Leslie and Tom Drake with Michel Kraike, producer, and Fred F. Sears, director.

Harris-Tuchman Productions, Hollywood, for fifth consecutive year will film all promotional films for 1955 Shipstads and Johnson Ice Follies, producing three five-minute films and 12½- and 20-minute versions of "Show Business on Ice." Agency: Walter McCreery Inc., Beverly Hills, Calif.

Hal Roach Jr. Productions, Culver City, Calif., has produced *Blondie* featuring Pamela Britton and Hal LeRoy. Tom McKnight and Abby Berlin are producer and director, respectively.

Vanguard Productions, Vancouver, is planning production of new *Actors Theatre* tv film series, slated to begin Sept. 25 with shooting of "The Illusion" and "Dark Portrait."

RANDOM SHOTS

Frank Ferrin Productions, Hollywood, has signed Andy Devine, co-star of *Wild Bill Hickok* tv film series, as star and narrator of ABC-TV's *Smilin' Ed's Gang,* succeeding late Ed McConnell. Production of 52 half-hour film series to begin in October and will be called *Andy's Gang.*

Cine-Tel Productions (tv and comercial motion picture packagers), N. Y., changes name to John F. Ward Associate Productions, with Mr. Ward as president. Firm has formed foreign dept. to adapt scripts and film productions to specific audiences here and abroad and has been engaged to handle two special projects for agricultural development in Philippines, according to Mr. Ward.

National Television Films, Charlotte, N. C., has opened west coast office at 1591 Cross-Roads-of-the-World, Hollywood, with Dorothy De Mayo in charge.

Tv Spots (tv commercials), Hollywood, signed by Chrysler Corp., Detroit, to create special openings for CBS-TV *Shower of Stars* and Climax programs. Agency: McCann-Erickson Inc., N. Y.

FILM PEOPLE

Ace Herman, supervising film editor, William F. Broidy Productions, Hollywood, appointed executive assistant to president.

Nat Goss, merchandise manager, Schenley Industries Inc., N. Y., to Kling Studios Inc., Chicago, as account executive.

William Self, associate producer, Meridian Pictures, Hollywood, promoted to producer.

Byron Roberts, assistant director, *Korla Pandit* tv film series, Snader Productions, Hollywood, adds duties as production manager.

A Mere 31 Years

ARCHE A. MAYERS, general manager of Unity Television Corp., has reported that Unity's *Mark of Cain* motion picture, shown in a compilation by Al Preiss & Assoc. research firm, as having been made in 1917 [B•T, Aug. 30], actually was produced by the J. Arthur Rank organization in 1948.

HOOPER GIVES DATA TO ARF RESEARCHERS

Firm head says there is 'high degree of conformity' between coincidental and coincidental diary rating methods.

FIELD tests conducted by C. E. Hooper Inc. show that program ratings produced by the coincidental method used by Hooper in radio measurements since 1934 and by the coincidental diary method used in the firm's tv audience measurements reveal "a higher degree of conformity than is to be expected theoretically from using two different samples of the same method."

A summary of results is being released by the Hooper organization today (Monday) in conjunction with an announcement that it is submitting complete results of the comparative tests to the Advertising Research Foundation's ratings evaluation committee for inspection and analysis before publication of its long-pending report on various rating methods. This report had been described by ARF President Edgar Kobak a few weeks ago as slated for "fall" publication, "as soon as it has been reviewed and approved by the 'main' committee for the entire project, the technical committee, and the board of directors" [B•T, Sept. 13].

The Hooper company said the reason for its conducting the validation test was to prove its two-year-old contention "that coincidental-diary ratings do not vary from coincidental to any greater degree than the results of two parallel coincidental surveys vary from each other."

Trendex Rates 'Dragnet' As First for Sept. 1-7

NBC-TV's *Dragnet* was the top-rated evening sponsored network tv program for the Sept. 1-7 period, according to ratings issued last week by Trendex. The complete listing:

1	Dragnet (NBC)	35.3
2	Public Defender (CBS)	34.0
3	Talent Scouts (CBS)	28.4
4	Ford Theatre (NBC)	27.3
5	Best of Groucho (NBC)	26.5
6	This Is Your Life (NBC)	26.1
7	I've Got A Secret (CBS)	25.5
8	Toast of The Town (CBS)	25.4
9	Masquerade Party (CBS)	24.7
10	Justice (NBC)	24.2

NOTE: The above figures are based on the one live broadcast during the week of September 1-7, 1954.

SSC&B Research Report Covers Tv Market Status

A STUDY prepared for its clients by Sullivan, Stauffer, Colwell & Bayles, New York, released last week, shows 322 tv stations, or 85% of all tv stations on the air, are located in 233 metropolitan county areas.

The report was prepared by Richard Dunne, director of media research for SSC&B, and is an up-to-date version of the 1953 report. It is part of a continuing study for clients and covers the present and proposed status of vhf and uhf.

Shipments of Tv Sets in July Exceeded Same Month in 1953

SHIPMENTS of tv sets to dealers for July were up (329,574) compared to those in June this year (297,505) and July 1953 (313,012), Radio-Electronics-Tv Mfrs. Assn. reported last week.

Total tv sets shipped during the first seven

months of this year numbered 2,997,177, a drop from the 3,335,262 sets shipped during the similar 1953 period. Seven-month totals sent to dealers for 1954 by states:

State	Total	State	Total
Ala.	48,436	N. J.	87,686
Ariz.	14,091	N. M.	10,655
Ark.	44,578	N. Y.	286,487
Calif.	215,449	N. C.	76,445
Colo.	24,584	N. D.	10,401
Conn.	41,756	Ohio	145,960
Del.	6,315	Okla.	41,519
D. C.	18,586	Ore.	34,059
Fla.	88,994	Pa.	185,733
Ga.	77,043	R. I.	9,651
Idaho	20,118	S. C.	41,109
Ill.	184,702	S. D.	9,010
Ind.	87,558	Tenn.	63,887
Iowa	64,502	Tex.	168,781
Kan.	45,054	Utah	10,827
Ky.	32,753	Vt.	8,248
La.	64,817	Va.	50,694
Me.	46,289	Wash.	51,156
Md.	35,103	W. Va.	34,263
Mass.	83,453	Wis.	73,414
Mich.	119,626	Wyo.	3,780
Minn.	50,114		
Miss.	28,701	U. S. TOTAL..	2,988,504
Mo.	83,914	Alaska	1,650
Mont.	12,145	Hawaii	7,023
Neb.	28,337		
Nev.	3,123	GRAND TOTAL	2,997,177
N. H.	14,598		

'Dragnet,' 'Howdy Doody' Maintain Leads in Aug. Pulse

LEADING shows in the Pulse listing for August remain NBC-TV's *Dragnet* and *Howdy Doody*.

Top 15 Regularly-Scheduled, Once-A-Week Shows

	Rating Aug.	July
Dragnet (NBC)	35.0	35.4
Toast of the Town (CBS)	28.1	27.9
Best of Groucho (NBC)	26.5	28.3
Godfrey's Talent Scouts (CBS)	26.2	25.3
Public Defender (CBS)	26.0	25.2
Ford Theatre (NBC)	25.1	26.1
What's My Line (CBS)	23.9	25.0
Boxing (CBS)	23.7	21.4
Burns & Allen (CBS)	23.5	24.7
Studio One Summer Theatre (CBS)	23.2	23.1
This Is Your Life (NBC)	23.1	23.5
Robert Montgomery (NBC)	22.1	
Kraft Tv Theatre (NBC)	22.0	
Red Skelton Revue (CBS)	22.0	
Masquerade Party (CBS)	21.9	
Our Miss Brooks (CBS)	21.9	24.0

Top 10 Regularly-Scheduled, Multi-Weekly Shows

	Rating Aug.	July
Howdy Doody (NBC)	13.5	13.9
Arthur Godfrey (CBS)	12.0	12.1
Camel News (NBC)	11.8	12.1
Search For Tomorrow (CBS)	11.3	11.8
Guiding Light (CBS)	11.2	11.3
Love of Life (CBS)	11.0	10.8
Strike it Rich (CBS)	10.3	10.7
Big Payoff (CBS)	9.7	9.8
Art Linkletter (CBS)	9.5	10.1
Tv Top Tunes (CBS)	9.4	10.2

Ramlow, Nielsen V.P., Dies

FUNERAL SERVICES were held in Milwaukee Tuesday for Arnold C. Ramlow, 47, vice president of A. C. Nielsen Co., who died of a heart attack Sept. 17. He had been associated with the market research organization's food-drug index staff and the field and client service departments since 1935 and was elected a vice president last year. He is survived by his wife, Melva, and a daughter, Barbara.

TOO MANY MEETINGS? SOME IN INDUSTRY THINK SO, AND STREAMLINING MAY RESULT

Declining attendance at NARTB district meetings this year is seen as symptom that the number of conventions and business gatherings is getting out of hand. Virginia-Carolina delegates urge NARTB to see what can be done.

NARTB may be running its last district meeting roundup on the present formula, judging by signs that began to appear last week.

Five NARTB meetings held between Maine and Florida have showed an attendance drop of 10% from last year. The schedule enters its fourth week today in the Mississippi valley.

The falling off in registration raised this question among many delegates: Are there too many meetings in the industry?

In the five district meetings held thus far, delegates have generally indicated the programming was the most profitable in the postwar period. Attendance of registered delegates in meeting rooms has been at a high ratio despite the fact that three sessions have been held at pleasure spots—Lake Placid, N. Y. (Lake Placid Club); Virginia Beach, Va. (Cavalier Hotel), and Daytona Beach, Fla. (Daytona Plaza).

At Virginia Beach last Tuesday the District 4 delegates adopted a resolution (see text this page) calling on NARTB to study the whole meeting problem and what to do about it, looking toward a change in the 1955 lineup.

That was the first open indication that travel demands on the time of management are becoming unbearable as 42 state associations, BMI, BAB, news, women's, farm directors and other groups hold periodical conventions.

Thought has been given to a re-grouping of districts as well as a system of regional scheduling, in addition to consolidation of BMI and BAB clinics with NARTB's autumn roundup.

A disturbing feature of the decline in attendance at the 1954 district meetings, judging by industry and NARTB staff comments, is that the industry is facing governmental and private pressures to an extent never before experienced. Delegates have left meetings showing grave concern over the basic problems of industry survival as set forth by NARTB President Harold E. Fellows and his staff.

They have expressed confidence in NARTB management and praised President Fellows for the aggressive fight the association is making on Capitol Hill and among governmental and private agencies whose activities affect the industry.

Here are the registration figures for the first five meetings, with comparative figures for last year (includes delegates, wives and members of the "flea circus"—the group which makes the circuit of meetings).

District	*1954*	*1953*
1 (New England)	108	129
2 (N. Y., N. J.)	109	114
3 (Pa., etc.)	121	142
4 (Va., Carolinas)	119	88
5 (Fla., Ga., Ala.)	60	86
Total	517	559

In addressing the South Atlantic meetings President Fellows made this observation, "There are too many meetings among broadcasters. All of these meetings are valuable and beneficial to our ever-growing industry, but broadcasters are becoming nomads, absorbing new ideas but left with little time to go home and apply them."

NARTB's board has for many years considered both ways of reapportioning the states into districts and formulas for consolidation of meetings.

The resolution calling for a onceover of the meeting problem developed in the district with the best relative attendance record this year—District 4. The Virginia-Carolinas group, traditionally a pace-setter in attacking key industry problems, felt something must be done to give management a chance to stay home and manage and also participate in joint industrywide and regional meetings.

Resort locales for three of the first five meetings brought an unusually large registration of wives. The flea-circus delegations have been large as tv service companies are now sending sales personnel around the NARTB loop.

Despite the growth of tv membership in the association, tv delegate registration appears to have stayed around the same level instead of increasing.

From a programming standpoint, the meet-

Time-Consuming Meets

ADVOCATING consolidation, where possible, of the many meetings and conferences within the industry that impose a time drain on station personnel, NARTB District 4 went on record last week at Virginia Beach with the following resolution:

WHEREAS great benefits accrue to broadcasters from attendance at meetings conducted in the field by the various sales, service and business associations of the industry, and,

WHEREAS the complexity of the organizations with which broadcasters have affiliation results in an increasingly large number of meetings involving sizeable percentages of station personnel,

NOW THEREFORE BE IT RESOLVED by the broadcasters of the Fourth District of the NARTB that it is to the best interests of the industry that some amalgamation of meetings be given immediate consideration, and that prior to the establishing of all 1955 meeting schedules, NARTB to be urged to coordinate needful adjustments with a view to maintaining adequate service while at the same time reducing both the frequency and the variety of locations of these meetings.

Videodex Top-Ten Spot Shows * (Aug. 1-7)

Name of Program	% of Tv Homes	# of Cities	# Tv Homes (000's)
1. I Led Three Lives (Ziv)	23.9	121	8,575
2. Badge 714 (NBC Film)	20.1	123	6,266
3. Liberace (Guild Films)	19.7	113	6,236
4. Life With Elizabeth (Guild Films)	16.7	57	3,607
5. Favorite Story (Ziv)	16.2	88	4,693
6. Mr. District Attorney (Ziv)	15.9	87	5,628
7. Annie Oakley (CBS-TV Film Sales)	15.8	64	4,407
8. The Lone Wolf (United Tv Program)	15.5	34	1,273
9. Cowboy G-Men (Flamingo Films)	15.4	37	2,434
10. Janet Dean, R. N. (Motion Pics for Television)	15.1	30	3,236

* Programs appearing in a minimum of 20 markets.

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ings have provided helpful workshop material for both radio and tv delegates, judging by reaction of broadcasters from Maine to Florida, checked informally by B•T. Guest broadcasters from outside the districts have appeared at each meeting to present practical pointers on both radio and tv.

Agendas have included NARTB staff specialists, headed by President Fellows. The headquarters spokesmen have covered top-level problems of governmental and private pressures against radio and tv along with practical discussions dealing with management operating details.

Last week FCC Comr. Robert E. Lee addressed the Virginia Beach meeting (see stories). The week before Comr. John Doerfer spoke at Lake Placid. They gave their views on the philosophy of regulation and added some pointed tips on what can happen to broadcasters if a small minority of stations violate standards of good taste or offer low-grade programming.

The NARTB meetings enter their fourth week today as District 6 (Ark., La., Miss., Tenn.) meets at Little Rock, Ark. Henry B. Clay, KWKH Shreveport, La., is district director. District 7 (Ky., Ohio) meets Thursday-Friday at Louisville. F. E. Lackey, WHOP Hopkinsville, Ky., is district director.

DISTRICT 4 MEETING

RADIO and tv broadcasters gained new insight into the comparative value of the two media, plus ideas on how to use their facilities efficiently, at the NARTB District 4 (D. C., Va., N. C., S. C.) meeting held Monday-Tuesday at the Cavalier Hotel, Virginia Beach, Va. James H. Moore, WSLS-AM-TV Roanoke, Va., presided as district director.

The meeting was capped by an important address by FCC Comr. Robert E. Lee, who warned that the "growing cancer" of pitch and bait advertising, along with bad-taste commercials, may wreck the present commercial broadcast structure (see story, page 40).

District 4 took a stand against the growing number of industry meetings, urging NARTB to study the whole problem prior to scheduling of the 1955 meetings. Delegates felt the demands on time of broadcasters are becoming unbearable as more and more meetings are held. A resolution to this effect was adopted at the closing business session (see text, page 38).

Two industry speakers—Robert C. Fehlman, WHBC Canton, Ohio, for radio, and Charles Vanda, WCAU-TV Philadelphia, for television—led the discussion of ways to use the electronic media.

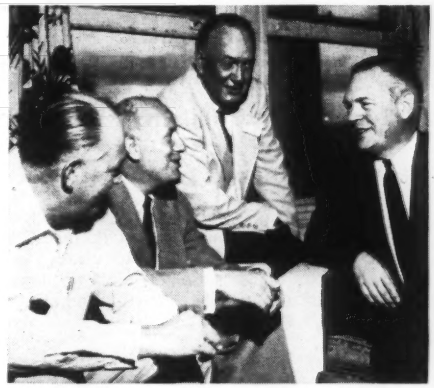
Named by Director Moore to the resolutions committee were Carl Burkland, WAVY Portsmouth, chairman; Gaines Kelly, WFMY-TV Greensboro, N. C., and Frank E. Koehler, WROV Roanoke.

J. Frank Jarman, WDNC Durham, N. C., NARTB board member for medium stations, presided at the Monday morning business session. An afternoon radio discussion was led by John F. Meagher, NARTB radio vice president. Another Monday session was presided over by Lester L. Gould, WJNC Jacksonville, N. C., NARTB small-stations director.

Harold Essex, WSJS-TV Winston-Salem, led the tv discussion Tuesday. Panel members included Carleton Smith, WNBW (TV) Washington; Charles Baskerville, WNAO-TV Raleigh; Tom Chisman, WVEC-TV Hampton, and B. T. Whitmire, WFBC-TV Greenville, S. C.

The NARTB headquarters team included President Harold E. Fellows; Robert K. Richards; Mr. Meagher; Ralph W. Hardy; Charles H. Tower; Abiah Church; Fran Riley, and Bill Carlisle.

Other resolutions reaffirmed belief in the radio-tv codes and the principle of voluntary self-regulation; warned of the dangers in legislative attacks, especially those affecting advertising; demanded equal access with other media in reporting public proceedings; lauded NARTB for its fight against restrictive legislation and its presentation of the industry's case before government agencies; praised Comr. Lee for his part in the meeting, along with contributions of Director Moore and the NARTB staff; called for cooperation with NARTB in its studies of station revenue; thanked the Cavalier Hotel and Virginia Beach Chamber of Commerce for facilities provided to delegates.



FLORIDIANS greeted NARTB President Harold E. Fellows, heading NARTB's roving District meeting troupe at Daytona Beach. L to r: W. Wright Esch, WMFJ Daytona Beach; Jerry Stone, WNDB Daytona Beach; C. L. Menser, WJBS Deland, and Mr. Fellows.

Hold to Rate Scale

Mr. Fehlman called on broadcasters "to stick to your rate cards." Every advertiser "is entitled to your best offer," he said, adding, "You should be able to look every one of your sponsors straight in the eye." He advocated hard radio selling, especially at the local level, and urged development of staff enthusiasm.

In favoring salaries for salesmen, Mr. Fehlman said it provides a sense of security. "Well-paid salesmen are worry-free salesmen," he said.

Audience ratings aren't what they're reported to be, he declared, and in any case are of more value to program directors than to salesmen. He contended use of ratings leads to abandonment of other sales tools, and offered this poser, "Every sponsor can't have the best time on your station. In any case, radio is too big to be measured." He said a substantial share of radio listening never shows up in surveys. "Results at the cash register measure the power of an advertising medium," he argued.

Mr. Fehlman said his station places public service agencies into its feature programs along with staff personnel, keeping programs more interesting and making room for more organizations.

Mr. Vanda, recalling his former post at KNX Los Angeles, said that in radio "the biggest station was the best" whereas in tv "it's the power of the program." He demonstrated ways of achieving tv programming effects by use of every-day items found in the station or even the home.

These included: 35 mm lens for gigantic effects; reflectors made by soaking old transcriptions in hot water; black stockings for a mask disguise and other effects; old auto tubes for the famed *Willie the Worm* program; fishbowls for marine scenes of all kinds; foot powder for dust effects; pressured shaving cream for pie-throwing bits; dry ice in hot water for smoke; house electric fuses filled with flash powder for explosions; black art card and glitter; magnets; vertical inverter switch for upside down effects; cheap cigar smoke in front of lens for fire effect; small mirror for scenes straight up or down; 3-D effects by mounting foreground object in front of background photo; prism lens for multiple effects; inverted image of glass of beer, out of focus, for rain; blown drippings of rubber cement for cobwebs.

DISTRICT 5 MEETING

PUBLIC service programming offers the key to profitable radio station operation, NARTB District 5 (Ga., Ala., Fla., P. R.) members were told at a Thursday-Friday session at Daytona Plaza Hotel, Daytona Beach, Fla. Presiding was John Fulton, WQXI Atlanta, district director.

Mike Layman, WSFC Somerset, Ky., appearing as guest radio speaker, took the theme "Never Say No to Public Service" and demonstrated how this type of programming has brought a 37% boost in WSFC gross in three years, accompanied by a 45% boost in profits and 60% increase in total assets.

"We have never turned down a legitimate request for help," Mr. Layman said. "We have been repaid 1000-fold in each instance. Each investment of labor and time resulted in greater listener response and increased loyalty. It's not always easy, but public service programming is the best way of insuring that you'll be in business for a long, long time.

"If you lost a cat, mule, dog, bicycle, auto, wife, girdle or friend and if you lived within

FIRST-DAY luncheon group at the Pittsburgh NARTB Dist. 3 meeting Sept. 16-17 [B•T, Sept. 20] (l to r): Robert Ferguson, WTRF-TV Wheeling, W. Va.; Paul Miller, WWVA Wheeling; Lew Dickey, WDTV (TV) Pittsburgh; Andy Hoffman, WWVA; Walter Patterson, WHAR Clarksburg, W. Va.

the broadcast area of WSFC, the chances are you would soon get it back." He explained how the station gathers all types of local news and even gets births and deaths up to one minute of program time.

Charles Vanda, WCAU-TV Philadelphia, was District 5 tv guest speaker (see District 4 story). Taking part in the Friday afternoon tv panel were Glenn Jackson, WAGA-TV Atlanta; Harold Danforth, WDBO-TV Orlando; Charles Kelly, WSUN-TV St. Petersburg, Lee Ruwitch, WTVJ (TV) Miami, and Jan Gilbert, Bryan Houston Inc., New York.

Members of the resolutions committee were Mr. Danforth, chairman; A. D. Willard Jr., WGAC Augusta, and Hugh Smith, WCOV Montgomery.

HASTINGS WINS BAB RADIO SALES PRIZE

WHDL sales manager sells time to distributors and radio dealers to win BAB's first 'best radio salesman of the month' contest.

RADIO SETS may be old hat to some people, but a 30-year-old sales manager of WHDL Olean, N. Y., who sold 19½ hours of radio time to a wholesale distributor of radio and tv parts and nine participating retail dealers last week was adjudged first-place winner of BAB's newly-inaugurated "best radio salesman of the month" competition.

MR. HASTINGS

The winner for August, James F. Hastings, was chosen because his task, according to BAB, encompassed "considerable ingenuity and imagination with a large share of diligent selling effort." Before completing his sale, Mr. Hastings helped organize a radio dealers association in Olean which meets weekly, and also assisted in developing a new program, *Radio Repair Time,* which is broadcast six quarter-hours weekly from 1:15-1:30 p.m. Monday through Friday and from 6:30-6:45 p.m. Saturday for a minimum of 13 weeks. Mr. Hastings subsequently persuaded the Radio Equipment Co., wholesale radio and television parts distributors, and the nine participating retail dealers to underwrite the show.

The program is designed to reactivate interest in the repair of radio sets. The show includes constant reminders—interspersed between popular transcribed musical selections—on the value of repairing radio receivers. Names and addresses of participating dealers are rotated regularly, and the middle commercial is devoted to selling fm, high fidelity, portable sets and car radios.

Second and third place winners respectively in the August competition were Philip K. Eberly, account executive at WSBA York, Pa., who sold a total of 195 hours to an automobile dealer, and Buck Long, salesman at WABB Mobile, Ala., who sold a variable schedule to an insurance agency.

Salesmen at BAB's member stations are eligible to compete in the monthly contest. The deadline is the 10th of the month following the consummation of the sale. Nominations should be sent to BAB, 270 Park Ave., N. Y.

FCC COMR. LEE ADVISES BROADCASTERS TO CLEAN OWN HOUSE TO AVOID CONTROLS

Commissioner tells NARTB District 4 that he believes governmental controls are not conducive to best radio-tv service. However, he recounts reports of abuses that could invite federal intervention.

ONE YEAR of FCC experience has convinced its newest member, Comr. Robert E. Lee, that broadcasters must find a way to clean their own house or the sins of the few will bring "the walls of the temple crumbling down on the heads of the vast majority of this great industry."

Comr. Lee believes just as firmly that the American public will get better radio-tv service through competitive broadcasting than by imposition of more controls. He set forth his convictions last Tuesday in an address to NARTB District 4 at Virginia Beach, Va.

Taking a firm stand in favor of the free enterprise system, Comr. Lee spoke bluntly and paternally about the offensive practices of a small minority of broadcasters and listed some of the results of a personal scanning of the radio-tv programming spectrum.

He found some things that worried—even irritated him. These included over-commercialism in some cases, pitch advertising in others, and finally evidence of a "growing cancer" in the form of advertising in bad taste.

All these inspired one of the soundest governmental spankings broadcasters could recall.

Principal conclusions drawn by Comr. Lee from his 12-month Commission career follow:

- Federal regulation should keep pace with radio-tv industry progress to permit such new developments as color television.
- An FCC permit properly offers no guaranty of financial success; there is no place for federal subsidies in the competitive broadcasting world.
- The Commission has ample power to regulate networks, leaving no need for passage of network-control legislation.
- Radio-tv must have equality with the press in reporting public proceedings, aside from requirements of decorum and justice; electronic reporting encourages objective reporting by the press.
- No discrimination should be permitted against newspaper applicants for FCC permits.
- Disc jockeys are "notable offenders" in over-crowding of commercials.
- "A large percentage of the broadcast day apparently does not need a live announcer since the advertisements are recorded and the records are not announced."
- "As far as I am concerned the pitchmen . . . do not belong on the air."
- Plan of local or regional clearance of advertising, such as a Better Business Bureau, "might tend to bar access to the fly-by-night and swift-moving shakedown artist."
- A very small minority endangers "the greatest system of free broadcasting in the world."

In his barbed comments on broadcast advertising standards, Comr. Lee pointed to the "prevalent practice" of turning up volume during commercials "lest the deafest member of the audience fail to note that Smiling Joe's appliance store is practically giving away television sets." He cited examples of bait advertising, including a complaint made to Federal Trade Commission than an unhappy sewing machine buyer was "beat and kicked" by hoodlums. This was one of 173,000 complaints on radio and 60,000 on tv advertising made in a year, of which 10,000 were marked for "legal or corrective action." He added there was no special significance in these figures since large portions of the 10,000 could deal with a few incidents.

As to bad taste in advertising, he said he could not "ignore repeated violations of acceptable standards and I do not think that a sweating armpit in obvious need of deodorant or a hairy leg in need of depilatory meets the public interest, convenience or necessity."

Comr. Lee said FCC is using "old regulations to fit new developments" whereas it should revamp "the old to meet present day requirements." He added, "There are those in the broadcast industry today who believe the Commission should attach guarantees of financial success to authorizations which are issued."

FCC, he said, tries to operate on "a fairly solid middle ground" between "those who would adopt complete jungle warfare through no regulation and control to those who advocate government ownership." He warned that "once subsidy creeps in, it never creeps out".

Since government intervention into economic problems is repugnant to him, Comr. Lee said, "the price we pay is too high" if to save a few citizens from financial loss "we get another government nose under another government tent." He summed up his concept of FCC's role as "one of protecting the spectrum in the public interest" by a "minimum of regulation."

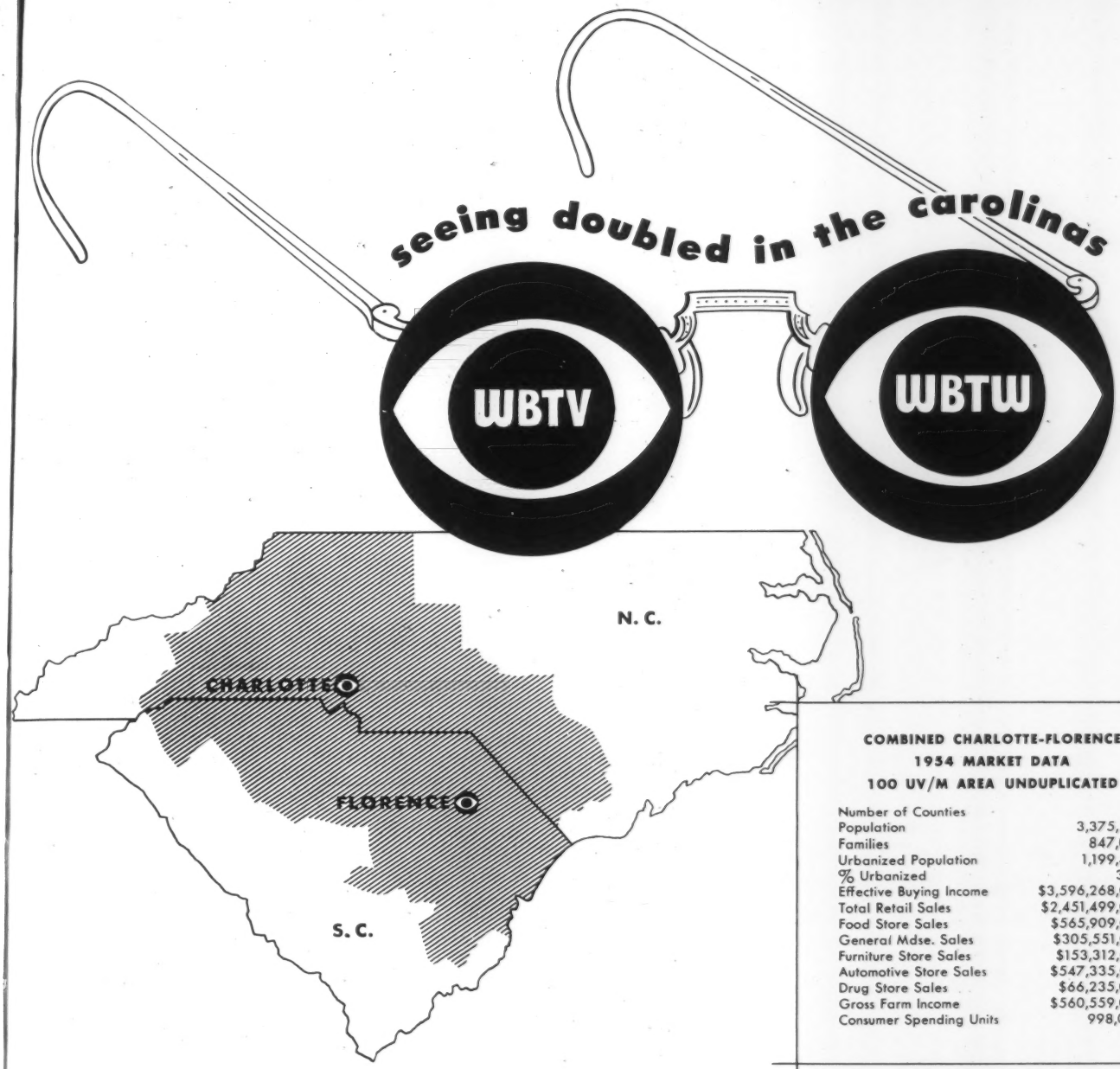
Going into the legislation situation, he said the plan to move all tv into uhf makes about as much sense as trying to move all the people in the U. S. to Alaska to cure that area's economic ills. The proposal to declare a tv freeze drew similar criticism.

COMR. LEE

He contended "as an old arm of the Congress myself" that searching inquiry is needed to show the need or lack of need for legislation, referring to the upcoming network probe and the demand for network regulation. He felt this study will show legislation is not needed and at the same time bring correction of practices not now in the public interest. He voiced "complete confidence" in the Senate Committee and "the excellent staff recruited for this investigation."

Neither the present FCC nor its predecessor

seeing doubled in the carolinas



COMBINED CHARLOTTE-FLORENCE
1954 MARKET DATA
100 UV/M AREA UNDUPLICATED

Number of Counties	67
Population	3,375,200
Families	847,000
Urbanized Population	1,199,400
% Urbanized	37.3
Effective Buying Income	$3,596,268,000
Total Retail Sales	$2,451,499,000
Food Store Sales	$565,909,000
General Mdse. Sales	$305,551,000
Furniture Store Sales	$153,312,000
Automotive Store Sales	$547,335,000
Drug Store Sales	$66,235,000
Gross Farm Income	$560,559,000
Consumer Spending Units	998,000

Source: 1954 SALES MANAGEMENT. Areas normalized to county lines. Seven overlapped counties figured only once.

with 2 great area stations

Now advertisers can develop a new, one-two punch to sell the TV-conscious Carolinas as Jefferson Standard opens a second top-power, VHF area operation with transmitter located in Florence, South Carolina.

WBTW will debut as a mature station fortified with WBTV experience, WBTV-trained management and staff, top equipment and facilities, and a ready-made audience of 100,000 set-owning families. Rapid growth is assured because WBTW has the only VHF allocation in a 75 mile radius. Its projected 100 uv/m contour embraces an area with 1,000,000 people and effective buying income nearing $1 billion.

Together WBTV and WBTW create a television market comparable to the 8th largest in the nation. Choice time franchises on WBTW are rapidly being taken. For best remaining availabilities contact your nearest office of CBS-Television Spot Sales today.

The Television Services of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales

Federal Radio Commission has favored Congressional authority to regulate networks, he said. FCC rules can be amended, if necessary to keep the relationship between stations and program source within the public interest.

Comr. Lee said networks compete with other media and national spot, with the total radio-tv share of the advertising dollar less than 20%. He described printed media as "the dominant industries."

He suggested that passage of network legislation likely would have to include advertising agencies, talent agencies, program packagers, motion picture companies and others. "Any other course would be inequitable and unfair," he contended.

"Regulation dictated by public opinion is far more effective than governmental regulation," he argued. "The viewing and listening American public, in the last analysis, has always been the best judge and jury in regulating a competitive industry." Should more control be deemed necessary there will be 65 regional and local networks as well as national networks, he said, and temporary controls invariably have "a tendency to become permanent." Moreover they breed additional controls, inviting evasion with all its evils, he continued.

Every business has its failures, with survivors continuing "to furnish their superior services," according to Comr. Lee. "However, this is a dynamic business and today's survivor may become tomorrow's failure unless he maintains a sufficiently high standard of programming to attract and hold his audience. The American people are assured of better program fare by the ever-changing demands of competition than can ever be provided by additional controls."

Going into radio-tv reporting, he said, "I believe in not only the broadcasting but the telecasting of any important event covered by the press." He conceded the need for public-interest precautions. As to the rights of newspaper applicants, he said 94 newspapers operate tv stations in their cities and 19 newspaper interests have stations in other cities. He took a flat stand in opposition to discrimination against newspaper applicants, with each case to be judged on its merits.

Comr. Lee lauded the NARTB's radio and tv codes, regretting "there are always the few who refuse to abide by the high standards which govern the majority." He added, "You know and I know" some code provisions "are not being adhered to by some segments of the industry."

He explained how he made his own study, describing results as follows:

"Over a period of 18 hours of the day over a several-day period I found an average of 19 commercials an hour and an average duration of a minute-and-a-half. The average hour was composed of over 40% of time devoted to commercials as compared with less than 60% of time for entertainment, which by the way, radio-wise was over 90% recorded and less than 10% live."

Tv Board, Networks Meet

NARTB's Television Code Review Board will meet with top network executives during its regular quarterly meeting today (Monday) and tomorrow at New York's Ambassador Hotel, John E. Fetzer, WKZO-TV Kalamazoo, chairman, said last week.

Members are J. Leonard Reinsch, WSB-TV Atlanta, co-chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; William B. Quarton, WMT-TV Cedar Rapids; Richard Shafto, WIS-TV Columbia, S. C. Others to attend are NARTB's Robert K. Richards, administrative vice president; Thad H. Brown Jr., tv vice president; Edward H. Bronson, tv code affairs director.

250 W OPERATORS FORM ASSOCIATION

Community Broadcasters Assn. will seek FCC approval of boost to 1 kw for the low-power stations. F. Ernest Lackey is spearheading the project.

FORMATION of the Community Broadcasters Assn.—whose avowed objective is to persuade the FCC to allow 250 w local am stations to raise their power to 1 kw [CLOSED CIRCUIT, Aug. 30]—was announced last week.

The announcement followed a two-day meeting in Washington to discuss the results of a pilot three-channel study made by Washington consulting engineer T. A. M. Craven, former FCC commissioner. The group also met with Howard J. Schellenberg Jr., Washington attorney.

F. Ernest Lackey, WHOP Hopkinsville, Ky., is acting chairman of the working group. Others who participated in last week's meeting were Fred Weber, WFPG Atlantic City, N. J.; Robert Mason, WMRN Marion, Ohio; Sherman Marshall, WOLF Syracuse, N. Y., and Merrill Lindsay, WSOY Decatur, Ill. Mr. Lackey is acknowledged to be the sparkplug of the CBA's formation. He is NARTB District 7 director, and is a past president of the Kentucky Broadcasters Assn.

The preliminary study showed, it was reported, that there would be no nighttime interference to any regional or clear channel station if local stations boosted power to 1 kw. It also showed, it was said, that only 10% of the stations on adjacent frequencies would suffer interference, ranging from slight for the most part to severe in some few instances.

The present rules use a 1:1 ratio of desired to undesired signal strength as a basis for protecting adjacent channel stations from interference. This is also used as a basis in international agreements (NARBA, for example). Present rules now protect all stations to their 500 uv/m contour, with some exceptions. They also specifically limit Class IV stations to 250 w in power.

The Class IV frequencies are 1230 kc, 1240 kc, 1340 kc, 1400 kc, 1450 kc, and 1490 kc. There are about 960 stations operating on those channels, the CBA group estimated.

If a substantial number of local stations join the organization, a full-fledged study will be made and, based on these results, a petition will be filed with the FCC to revise rules and standards to permit local stations to use 1 kw of power, it was stated.

In addition to the working group, the following have officially allied themselves with the new organization—all contributing $100 to bear initial organizing costs:

Lee Little, KTUC Tucson, Ariz.; James Woodruff, WGPC Albany, Ga.; Clair McCollough, WGAL Lancaster, Pa.; Jay Wagner, WLEC Sandusky, Ohio; Oliver Keller, WTAX Springfield, Ill.; Si Goldman, WJTN Jamestown, N. Y.; Les Gould, WJNC Jacksonville, N. C.; Lou Lingner, WFFM Lewisburg, Tenn.; John Fetzer, WJEF Grand Rapids, Mich.; Pierce Lackey, WPAD Paducah, Ky.; Don Menke, WEOA Evansville, Ind.; Jerry Boyd, WPAY Portsmouth, Ohio; Gene Trace, WBBW Youngstown, Ohio; Ed Kobak, WTWA Thompson, Ga.; Jim Howe, WIRA Fort Pierce, Fla., and Virginia Bennett, WIZE Springfield, Ohio.

JUDGE Justin Miller (l), former president and chairman of the board of NARTB and newly re-elected president of the National Conference on Citizenship, greets Joe Gerdes (c) one of the four winners of the 1954 Voice of Democracy contest, and his father, Dr. Joseph Gerdes of Harrisburg, Pa. Young Gerdes delivered his prize-winning script before the eighth annual Citizenship Conference in Washington.

RETMA to Continue Fight for Tax Relief

AN INDUSTRY drive for excise tax relief on radio-tv receivers which bogged down in the last congress will be renewed this January when the new congress convenes.

The Radio-Electronics-Tv Mfrs. Assn.'s board approved this action at its final session Thursday of a three-day fall conference held at the Roosevelt Hotel in New York.

In the last congress, RETMA's President Glen McDaniel in appearances before the Senate Finance Committee asked for reductions—elimination of the 10% excise levy at the manufacturing level on all color sets and a cutting of the present 10% tax to 5% on all radio and black-and-white tv receivers. While failing to obtain the committee's approval, Mr. McDaniel was assured by Chairman Eugene Millikin (R-Colo.) that RETMA's bid would be reconsidered in 1955 when the committee expects to review excise tax levies again.

The board also approved a Federal Civil Defense Administration request that RETMA cooperate with it and the Atomic Energy Commission in this spring's series of tests at the Nevada Atomic Proving Grounds. Member firms will be prevailed upon to provide certain equipment—particularly all kinds of communications equipment—for tests in an attempt to measure the extent of damage from nuclear explosions.

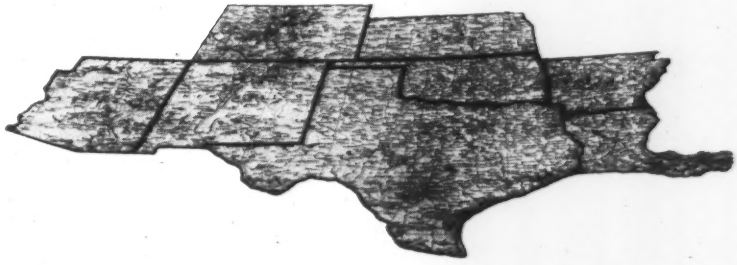
In other actions, the board approved its Technical Products Division and Electronics Industry Committee proposal to expand its engineering operations by specifying a staff man to devote most of his time to military needs; approved plans to revise and re-print a RETMA-Better Business Bureau booklet (now outdated) on "What You Should Know About the Purchase and Service of Tv Receivers"; indicated approval upon but deferred a final decision until its Chicago Nov. 16-18 meeting of a proposed film on servicing tv receivers; heard a report from its committee working on spurious radiations, and approved applications of 11 new members.

The association's Set Division Executives

The "Barclay Russell Show" - another reason why The Southwest listens to WOAI!

Radio's terrific for early morning selling in Texas . . . and tops on WOAI. Here's why! Every morning, Monday through Friday, from 7:15 to 9:00 A.M., it's time for the most-listened-to personality in South Texas—WOAI's Barclay Russell. Barclay has been a favorite in Southwest early morning radio for years. And now, on WOAI's 50,000 watt clear channel he puts on the kind of easy-to-listen-to morning show that Texans love. The best in music, weather by nationally famous Henry Howell, time, news . . . all put together in the wonderful Barclay Russell style . . . add up to great selling for your product. Rates are attractively low for such a Texas-size package. Better check with Petry or WOAI Radio fast.

WOAI



"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate

represented by Edward Petry & Co., Inc.

Committee announced a new awards program which will go into effect next year. Awards will be made in three separate categories—manufacturing, distributing and on the dealer level—for the "most outstanding job" in merchandising, sales and sales promotion and advertising. Recognition will be for 1955 and the awards presented in June 1956 at RETMA's annual convention.

The set committee also announced these new appointments: L. W. Teegarden, RCA executive vice president, succeeding J. B. Elliott as director and committee member; Ernie Alschuler, president, Sentinel Radio Corp., to committee; L. G. Haggerty, Capehart-Farnsworth Co. president, to committee succeeding Fred D. Wilson, former Capehart president and now IT&T vice president; William H. Kelley, Allen B. DuMont Labs vice president, as chairman of the RETMA Sports Committee. Latter appointment was announced by Robert S. Alexander, chairman of the set division group.

RETMA also decided to again share costs of the 1954-55 Voice of Democracy contest with NARTB and the U. S. Chamber of Commerce and to again donate tv or radio sets to 52 state and territorial winners.

Idaho Broadcasters Assn. Plans Fourth Annual Meet

FOURTH annual meeting of the Idaho Broadcasters Assn. will be held Oct. 1-2 at Shore Lodge in McCall, Idaho, Edward Hurt, association president and president of KFXD Nampa, has announced. Guest speaker will be Hugh Feltis, radio and tv consultant, who will discuss "How Radio and Tv Live Together." In addition, two panels will discuss "Radio's Conquest for 1955 Advertising Dollars" and "How Can Radio and Tv Better Serve Idaho's Political Candidates and the People They Serve?" Panel moderators, respectively, will be Earl Glade Jr., associate manager of KDSH Boise, and Walter Wagstaff, general manager of KIDO-AM-TV Boise.

Employer-Employe Unit Named

NARTB has named Robert D. Swezey, WDSU-AM-TV New Orleans, as chairman of its Employer-Employe Relations Committee.

Serving with him will be (radio members) Herbert E. Evans, WRFD Worthington, Ohio; S. R. Sague, WSRS Cleveland Heights, Ohio; Calvin J. Smith, KFAC Los Angeles; C. L. Thomas, KXOK St. Louis; and (tv members) Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Philip G. Lasky, KPIX (TV) San Francisco; Herbert R. Ohrt, KGLO-TV Mason City, Iowa, and Donald W. Thornburgh, WCAU-TV Philadelphia.

Network representatives on committee will be John Clifford, NBC; William Fitts, CBS; E. M. Johnson, MBS; Paul O'Friel, DuMont, and Mortimer Weinback, ABC.

Fitzsimonds Heads Dist. 11

NEW DIRECTOR of NARTB's District 11 is F. E. Fitzsimonds, KFYR-AM-TV Bismarck, N. D. C. E. Arney Jr., NARTB secretary - treasurer, announced Mr. Fitzsimonds' election last week.

MR. FITZSIMONDS

The new District 11 director will head the region comprising Minnesota and North and South Dakota. The election was held after John F. Meagher resigned as District 11 director to become vice president in charge of radio (am-fm) for NARTB.

KEY OFFICERS, OTHERS FIRED AS ECONOMY WAVE HITS ABC

Two vice presidents and at least 50 other executives and employes are forced out by general belt-tightening. It's a simple matter of 'dollars and cents' in the words of a remaining executive.

IN ONE of the most slashing cutbacks in recent network history, ABC last week tightened its purse strings with "a series of executive promotions and departmental consolidations" that squeezed out more than a dozen high-echelon officials plus other employes expected to raise the overall toll to half a hundred or more.

A high-placed remaining top executive attributed the move strictly to "dollars-and-cents reasons" casting no reflection on the abilities of the victims.

Headed by two vice presidents, the list of persons authoritatively reported "out" as a result of the sudden realignment—whose promotions and consolidations were announced by President Robert E. Kintner on Tuesday without reference to departing personnel—ranged through virtually all departments of ABC network operations: programming, sales, station relations, legal, news, network film activities, accounting, advertising, promotion, and publicity.

Those resigning included:

Alexander Stronach Jr., vice president in charge of the ABC tv network, understood to be the only one slated for replacement.

Charles Underhill, vice president in charge of the tv program department.

Charles Holden, assistant national director of tv programming.

John Pacey, director of public relations and special features.

Mitchell DeGroot, advertising and promotion director.

William A. Wylie, manager of the station relations department.

William M. Materne, assistant tv network sales manager.

Donald G. Buck, director of operations for sales and traffic.

Walter C. Tepper, chief accountant.

Robert Holland, in film editing and related work.

Spencer Schiess, in office managerial duties in station relations.

Raphael Scobey, legal department.

Claire Wirth and John Dullighan, of tv news.

Mae Dehn and Karl Gericke, tv programs.

These were reported to include the majority of executives being released, but with secretaries and other assistants left jobless as a result of these curtailments the overall number of departing executives and aides was expected to reach 50 to 60. Severance pay was provided, it was reported, and the ABC personnel department was said to be undertaking—and in some cases already to have succeeded—in finding new jobs for leaving personnel.

In the reshuffling, some form of which had been forecast intermittently since shortly after ABC merged with United Paramount Theatres in February, 1953, John Daly, vice president for tv news, special events and public affairs, was put in charge of a new news and special events department created by consolidating departments formerly operated separately for the radio and tv networks.

Thomas Velotta, who has been vice president in charge of news and special events for the radio network, was named vice president and administrative officer, under Mr. Daly, in the combined radio-tv news and special events department. This new unit also includes religious and educational programming, headed by Ruth Trexler as executive producer in these fields.

MR. DALY | MR. ACCAS | MR. VELOTTA | MR. DURGIN | MR. LEWINE

Robert F. Lewine, eastern program director for ABC-TV, was named director of the ABC-TV network program department—a post whose duties, authorities said, he had been discharging to a considerable degree in his role as eastern program director.

Don Durgin, director of network tv sales development, was appointed director of sales development and research for both ABC Radio and ABC-TV.

Gene Accas, director of sales promotion for the radio network, was put into the directorship of a newly formed department encompassing advertising, promotion and publicity for both radio and television. Thus he takes over from Mr. Pacey as director of public relations and special features and from Mr. DeGroot as director of advertising and promotion. Structurally, it was said, the consolidation of advertising, promotion and publicity activities is substantially the same as that which prevailed before these functions were split for radio and tv last year.

Meanwhile, it was learned that Alfred R. Beckman, national director of the station relations departments (radio and tv), will be named director of the tv station relations department, and Charles Godwin, who has been functioning as assistant to Ernest Lee Jahncke Jr., ABC vice president and assistant to the president, will be appointed director of the

WE SELL PERFORMANCE- NOT PROMISES...

For instance:

In Rockland, Maine, 65 miles distant, 93% "good to excellent".
In Waterville, Maine, 69 miles, 94% "good to excellent".
In Rumford, Maine, 65 miles, 74% "good to excellent".
In Littleton, N. H., 90 miles, 70% "good to excellent".
In Sanford, Maine, 30 miles, 94% "good to excellent".

Since the start of regular telecasting on December 20, 1953 WCSH-TV has been proving to clients and viewers alike that it provides effective, reliable service to the 123,700 TV-equipped homes (August 1 circulation estimate) in the 14-county (Maine and New Hampshire) Portland trading area.

SPOT CHECKS MADE IN A BALLOT STUDY IN COMMUNITIES FRINGING THIS MARKET REGION ESTABLISH THIS AS FACT.

WCSH-TV carefully has developed acceptance of Channel 6 by the viewers of its area by programming to their local interests and needs.

IT IS THE EXCLUSIVE NBC STATION FOR THE REGION.

Conclusive proof of performance lies in results, as attested by the more than 125 advertisers who have used WCSH-TV and, finding it productive, have renewed their accounts.

WE REPEAT—TO REACH THE TV HOMES IN THE PORTLAND, MAINE MARKET AREA, **WCSH-TV** IS YOUR BEST DEAL. WE CAN **PROVE** IT!

100,000 watts full power on Channel Six

Represented by
WEED
Television

WCSH-TV

CHANNEL 6 ★ PORTLAND, MAINE

WCKY IS

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S
F

FIFTY THOUSAND WATTS OF SELLING POWER

Celebrating

PUBLIC SERVICE

and

STILL DOING THE REAL JOB FOR THE ADVERTISER . . .

L. B. Wilson **WCKY** CINCINNATI

TRAILER

Disney clips promote ABC-TV's 'Disneyland'

ABC-TV, preparing for next month's *Disneyland* tv debut, wanted a promotion film that was animated—naturally Disney-animated.

Inquiries were made of the Disney studios in Hollywood with the most prohibitive answer imaginable: too expensive. But at that point the Disney staff working with the network's Mitchell DeGroot, then ABC-TV director of advertising and promotion, struck on an idea.

Why not burrow through Disney's welter of filmed cartoons, select those which have some "time" sequence, attach the frame promoting the tv show, dub in a network announcer's voice at the tail end and then print the whole thing for television use? This procedure was followed, and the 20-second film now being spotted around the country (ABC-TV's five owned and operated stations as well as some 80 affiliates have prints) was the result.

Originally, three sets of film sequences (five sequences in each set) were made at Disney Studios. The first was aired for about a month after July 15, noting that "Walt Disney is up to something big on ABC-TV," the second telecast after Aug. 15 used the same slogan with "this fall" added, and the third, which is underway now, is similar with the day and date of the show added. The five sequences now being used to herald the Oct. 27 debut include Pluto, Snow White, March Hare (from "Alice in Wonderland"), Monstro the Whale (from "Pinnochio") and Mickey Mouse.

The March Hare sequence, illustrated herewith, opens with a close-up of the Hare looking at his watch and saying, "I'm late. I'm late." Alice, seeing the Hare running frantically, asks, "Isn't that curious? What could he possibly be late for?" And, as he pays her no heed, she continues, "Most curious," and calls after him, "Please, sir."

As the Hare disappears over the hill, he shouts back, "No time to say hello, goodbye, I'm late, I'm late, I'm late. . . ." The *Disneyland* title card concludes the sequence, as the announcer says: "And don't you be late for your important date with Walt Disney. He's up to something big—Wednesday, October 27, on *Disneyland*."

radio station relations department. Regional managers in station relations will continue to serve both radio and tv affiliates in their respective territories, reporting to Mr. Beckman on matters relating to tv and to Mr. Godwin on radio matters.

The reorganization plan caught the industry and seemingly most of ABC by surprise even though speculation about possible realignments had cropped up from time to time in the 19 months since the merger of ABC and United Paramount Theatres into AB-PT, of which ABC is a division.

With the merger, AB-PT management installed Robert H. O'Brien as executive vice president under President Kintner; Robert M. Weitman as vice president in charge of programming and talent; Earl Hudson as vice president in charge of the western division, and John Mitchell as vice president in charge first of WBKB (TV) Chicago and later of the key WABC-TV New York.

It traditionally has been the policy of Paramount Theatres management to grant autonomy of operation to its various divisions, subject to top-policy guidance in certain areas plus reasonably satisfactory financial returns. ABC, admittedly in poor financial shape when the merger went through, has since embarked on a program of steady expansion involving top name-talent acquisitions and star programming as well as improvement of physical facilities.

ABC's gross radio time sales are holding up and tv billings this year are expected to be approximately double 1953's, and AB-PT President Leonard Goldenson told stockholders in a mid-year report that ABC operated during the second quarter of this year at about "a break-even point." Nevertheless, it was reported last week, the profit-and-loss statement for recent months, and the profit-and-loss outlook for the final quarter of the year dictated the tightening of lines for more economical, efficient operation.

Mr. Daly, who heads the new radio-tv news and special events unit, is widely known among radio and television audiences as a commentator, moderator, news reporter, and "quarterback" of ABC national political coverage of 1952. He joined ABC as vice president in charge of tv news, special events and public affairs in August, 1952.

Mr. Velotta, second man to Mr. Daly in the new department, entered radio in 1927 with NBC, served there in numerous capacities before joining ABC as assistant director of news and special events. He rose to director of special events for ABC in 1945, became director of the news and special events department in January, 1946, then advanced to vice president in charge of news and special events for the radio network in December, 1947. He held the latter position until his promotion last week.

Mr. Durgin, new director of sales development and research for ABC-Radio-TV, joined ABC in 1951 after service with Foote, Cone & Belding, *Pageant* magazine, and NBC Spot Sales. He served in ABC's tv sales department and as manager of WABC-TV New York sales development before becoming director of ABC-TV network sales development.

Mr. Accas, newly named director of advertising, promotion and publicity, was a writer in the sales presentation department of NBC and assistant account research supervisor for Foote, Cone & Belding before moving to ABC in July, 1951 as manager of the radio sales development division. He became radio sales development manager and consultant the following November, and rose to manager of radio sales development and owned stations development in May, 1953.

Mr. Lewine, new director of the ABC-TV program department, served with Hirshon-Garfield agency in New York for three years, supervising a number of network programs, before he transferred to ABC in February, 1953, as eastern program director of the tv network. Before his association with Hirshon-Garfield he organized the tv and film department of Rockhill Productions in 1949, and previously was an independent motion picture producer and television consultant and, before that, was with Cine-Television Studios Inc., New York, independent tv packaging firm, and eastern representative for Dudley Pictures Corp. of California.

Backgrounds on those released by ABC in last week's moves include:

Mr. Stronach joined ABC as eastern program manager when ABC entered tv in 1948. Subsequently he was placed in charge of television operations, named vice president in charge of programming and finally became vice president of ABC-TV network. Prior to his association with ABC, Mr. Stronach was with the William Morris agency, where he helped develop the television sales department.

Mr. Underhill, former general manager of CBS-TV's program department, moved to ABC in 1951 as national director of television programs. Two years later he was named vice president in charge of television network programming. He began his broadcasting career in 1930 when he joined BBDO. At CBS-TV he was responsible for the development and presentation of such programs as *The Goldbergs, Suspense, What's My Line, Mama* and *Danger*.

Mr. Holden, previously production manager for ABC-TV, was promoted in June 1951 to assistant to the national director of program production, a position he held until last week's realignment. He was CBS' first tv production manager and served as that until he joined ABC in 1948, when the network's WJZ-TV (now WABC-TV) New York began operation.

Mr. Pacey joined ABC approximately eight years ago after extended service on the *Wall Street Journal*.

Mr. DeGroot went to ABC in 1945 as a copywriter in the network's advertising department and four years later became assistant director of advertising and promotion. He was ultimately named manager of ABC's advertising and promotion department, the position he has

With RADIO'S Economy you can afford priceless FREQUENCY

With radio advertising you don't have to start all over again with each advertising message. You can afford continuity and frequency; therefore, each broadcast message builds on the one that went before. Radio's economy lets you keep building, day after day, the year round. In no other medium is such frequency practical.

This is the basic economy of all radio, the secret of its tremendous advertising power.

When you add to this basic economy the special efficiency of great stations — then you have the immense force of radio at its utmost effectiveness. Great radio stations have always given the advertiser far more for his money — not only in coverage but in responsiveness, prestige and believability.

To make the most of today's great opportunities in radio, the best plans start with the best stations. Let us tell you some of the exciting facts about the 12 great stations we are privileged to represent.

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

WBAL	Baltimore	(NBC)	*The Hearst Corp.*
WBEN	Buffalo	(CBS)	*Buffalo Evening News*
WGAR	Cleveland	(CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit	(CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford	(NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City	(NBC)	*Kansas City Star*
KFI	Los Angeles	(NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville	(CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee	(NBC)	*Milwaukee Journal*
WGY	Schenectady	(NBC)	*General Electric Company*
WSYR	Syracuse	(NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester	(CBS)	*Worcester Telegram-Gazette*

Measure of a Great Radio Station

held since June 1949. Before his affiliation with the network, Mr. DeGroot was active in radio advertising, promotion and theatre management.

Mr. Wylie joined the network in 1945 as a script writer and later became manager of the program promotion division. In mid-1948, he moved to the radio station relations department as a regional manager and early in 1951 was appointed manager of the department. When ABC's integrated radio and television station relations department was put into effect in 1952, Mr. Wylie was named manager and had held that position from that time.

Mr. Materne was appointed assistant national sales manager for ABC-TV in March this year. He had been with the network since 1949, first as an account executive in radio sales, then as general manager of WABC New York. These assignments were followed by promotions to national spot sales manager of ABC owned radio stations in December 1952, and in March 1953 to coordinator of ABC's owned radio and tv outlets, the position he held until he moved to ABC-TV as assistant national sales manager.

Mr. Tepper, ABC controller, was named chief accountant nine months ago. After 16 years in the NBC accounting department, he had joined ABC in 1943 as assistant controller and was promoted to controller in 1948.

Mr. Buck, former regional manager of the television stations department, was named director of operations for sales and station traffic two years ago. He has been with ABC for 10 years, serving first in the sales service department where he became assistant sales service manager and then as manager of tv station clearance.

Mr. Schiess joined the radio stations department of ABC as contract supervisor in August 1951. He was formerly with Foote, Cone & Belding.

Mr. Scobey, an attorney in ABC's legal department, moved to the network's business affairs department when it was created in February of this year. Before joining ABC, he was with the New York law firm of Davis & Gilbert.

Derr Named to Direct Joint CBS Sports Unit

CONSOLIDATION of the sports divisions of CBS Radio and CBS-TV into a single unit serving both media with John Derr as director of sports for CBS was announced last week by Sig Mickelson, vice president in charge of news and public affairs for CBS Inc.

Mr. Derr, who has been director of sports for CBS Radio since December 1951, joined the network in 1946 as writer on the staff of Red Barber, currently CBS counselor on sports. He became assistant sports director in 1947, associate director in 1949 and director of sports, CBS Radio, in 1951.

Mr. Derr is heard Saturdays and Sundays on CBS Radio on his own sports series, and has covered many of the nation's outstanding golf tournaments. He is the producer-director of CBS Radio's *Football Roundup*. During the 1949 season, he directed CBS-TV's pickups of the Brooklyn Dodgers home games and the World Series games at Ebbets Field that year.

New Spanish Network

FORMATION of National Spanish Network has been announced jointly by National Time Sales, New York, station representative firm, and Radiovision International S. A., Mexico City. Stations comprising network reach three million Spanish-speaking people in the Southwest and Midwest, officials said.

EDWARD KLAUBER, EX-CBS EXECUTIVE AND PIONEER NEWSMAN, DIES AT 67

EDWARD KLAUBER, onetime high executive of CBS and one of the men most responsible for establishing radio as a news medium, died last Thursday in New York after a long illness. He was 67.

MR. KLAUBER
1942 Photo

Mr. Klauber resigned as chairman of the executive committee of CBS in 1943 because of ill health and, except for wartime duty as associate director of the Office of War Information, had been in retirement since.

Memorial services were held Friday at the Campbell Funeral Home, New York. He is survived by his wife, Mrs. Doris Larson Klauber.

In his 13 years with CBS, Mr. Klauber directed the formation of that network's news-gathering services and gained a wide reputation in the broadcasting field as a crack administrator.

Mr. Klauber joined CBS on Aug. 7, 1930, as assistant to the president, William S. Paley (now chairman of the board). In January 1931 he was made a vice president of the network; in December of that year he was named first vice president, and in January 1934 he was given the title of executive vice president.

He held that position for eight years, until March 25, 1942, when he was appointed to the newly-created post of chairman of the executive committee. He resigned from CBS in August 1943 because of ill health, but in November of that year he came out of retirement to accept the wartime appointment to the Office of War Information.

Mr. Klauber went to CBS from Lennen & Mitchell, where he had developed a number of radio accounts, including Old Gold cigarettes. Previously, he had been for 12 years with the *New York Times*, which he joined as a reporter in 1916. He became night city editor, remaining with the paper until 1928.

'Medic' Proves Popular

TRENDEX rating on the first NBC-TV's *The Medic*—reportedly the highest ever recorded by the network in the Monday 9-9:30 p.m. time period—was broken last week but the shattered precedent was welcome news at NBC. The second *Medic* telecast moved into first place with a 25.3, several points ahead of the debut program, which pulled a 19.6. New record outdistanced CBS-TV's *Public Defender*, which drew a 19.9 rating, a 38.8% share of the audience, as opposed to a 44.2% share recorded for *The Medic*, according to NBC.

WHB, WHCC DROP MBS AFFILIATIONS

TWO Mutual affiliates, WHB Kansas City and WHCC Waynesville, N. C., have announced they are severing network connections to become independents.

WHB will drop the affiliation after midnight Oct. 17, according to a joint announcement last week by Todd Storz, vice president of Mid-Continent Broadcasting Co., licensee, and George W. Armstrong, WHB manager. The announcement said that relations with the network have been amiable but that they (Messrs. Storz and Armstrong) believe the future of radio rests with the aggressive and intelligently-programmed independent station. They pointed out that the company also operates KOWH Omaha and WTIX New Orleans, both independents, and that these stations have the "largest audience of any station in their respective cities according to the latest Hooper audience reports."

WHB was established in 1922 and was purchased last June by Mid-Continent from Cook Paint & Varnish Co.

WHCC relinquished the Mutual affiliation and became independent Sept. 16. It published a new fulltime program schedule and in an open letter to listeners said it believes ". . . we can be of greater service and bring you better programs as a local and independent station." WHCC is a 250 w fulltimer and is owned by Kenneth D. Fry and Margaret F. Fry.

'Reluctant' on '48 Sale, Benny Tells Tax Court

HE WAS RELUCTANT to sell Amusement Enterprises Inc. to CBS in 1948, comedian Jack Benny testified during a three-hour witness stand session before the U. S. Tax Court in Los Angeles last week [B•T, Sept. 20].

Whether the $2,260,000 CBS paid for outstanding Amusement Enterprises stock is subject to income tax, as the Internal Revenue Dept. insists, or is a long-term capital gains tax, as Mr. Benny's attorneys contend is the issue in the case. Approximately $1 million difference in applicable rates is involved. The government also contends most of the CBS money went to Mr. Benny personally for switching from NBC, and is thus subject to income tax.

CBS' switch decision was made after a meeting between representatives of MCA (Mr. Benney's agents), sponsor American Tobacco Co., CBS, and Mr. Benny's associates in Amusement Enterprises (a former brother-in-law Myrt Blum and attorneys Loyd Wright Sr., and Sylvan Oestricker), Mr. Benny said.

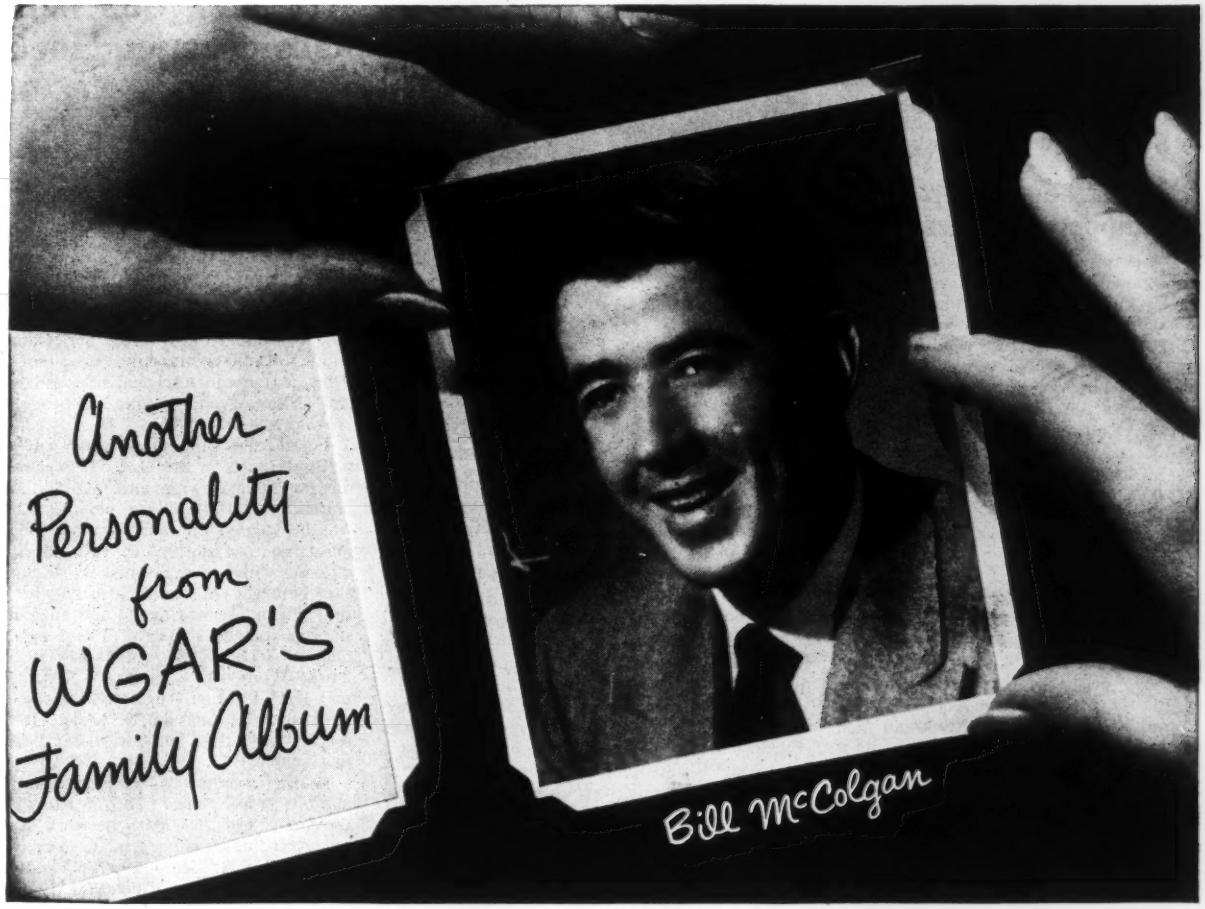
"The stock was sold to CBS, although I wanted to give NBC the first choice. My relationship with the network was very good—and still is," Mr. Benny testified.

Further, he didn't want to sell his stock at all, but his associates so advised him and it was his first opportunity to "collect a hunk of dough," he said.

Amusement Enterprises was formed in 1947 because he was dissatisfied with the previous contract with American Tobacco Co. Under it, the CBS comic said, he received $22,000 weekly, from which he paid the show cast, plus an extra $200,000 yearly for guest stars and exploitation and $50,000 for traveling expenses. However, the unused portion of the last two items had to be returned, he pointed out.

After a "general discussion" between the sponsor and MCA, a corporation was formed and earned approximately $250,000 during a year's existence, he testified.

Mr. Benny also denied that he participated personally in stock sale negotiations. This followed the line of previous testimony by Mr.



He scores with buyers in Northern Ohio

If you want buying *action,* you want McColgan!

Northern Ohio's ace sportscaster, Bill McColgan, knows the score. He knows what sports fans want to hear—*and* he knows how to move them to action. When he's "Speaking of Sports" nightly on his three fast-paced sports roundups, he produces the type of listener response that rings cash register bells.

One feature alone of Bill's program, his "Athlete of the Month" listener vote, draws over 5,000 cards and letters monthly! Response like this helps explain why WGAR is Northern Ohio's most-listened-to station . . . why it can get results for *you.*

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Give your sales a boost by letting Bill McColgan speak for *you* when he's "Speaking of Sports", 5:05 p.m., 6:10 p.m. and 11:10 p.m. Get the facts now from your nearest Christal representative.

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CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
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In Canada by Radio Time Sales, Ltd., Toronto

Oestricker, Amusement Enterprises minority stockholder, that the 1948 switch to CBS from NBC was ordered by American Tobacco Co., and that Mr. Benny had no role in the change.

Pending depositions from MCA President Lew Wasserman and CBS attorney Ralph Colin, both New York, Judge Stephen E. Rice presently has the case under submission.

Court Expected to Stop Benny Lampoon of 'Gaslight'

RADIO-TV comedian's right to satirize material from other media received a setback in Los Angeles Federal District Court last week with the issuance of a one-page memo by Judge James C. Parker, indicating he would issue the necessary injunction to prevent Jack Benny from showing a lampoon version of the MGM feature "Gaslight" on the comedian's CBS-TV program [B•T, Feb. 1].

While CBS Hollywood attorneys said they would have to see the decision before deciding a future course, "a fair certainty" exists that they will appeal the decision, especially because of the implications to broadcast programming.

Loew's Inc. and playwright Patrick Hamilton filed the suit last year against Mr. Benny, CBS and American Tobacco Co., charging "substantial parts" of the MGM film and original Broadway play, "Angel Street," were copied without their consent or knowledge by Mr. Benny on two occasions, once on radio and once on live tv, and that the comedian was about to film a third version, still without their consent, for his tv program.

Judge Carter permitted Mr. Benny to complete the third parody, because of the hardship and expense involved in possible delays, but subsequently ordered this version sealed pending the outcome of the suit.

Both the live program kinescope and filmed version will be banned by the injunction, Judge Carter's memo indicated. The judge said he is preparing a full opinion, to be issued shortly.

MGM reportedly has waived damages, but will insist that the defendants pay attorney fees.

AFFILIATION contract with DuMont Television Network is agreed to by Milton R. De Renya (r), assistant general manager of WEAR-TV Pensacola and WJDM (TV) Panama City, both Florida, and Elmore B. Lyford, DuMont director of station relations. The agreement covers both stations.

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NBC-TV, MBS Planning Record Series Lineup

RADIO and television coverage of the World Series, starting Wednesday, promises to be the most extensive in history with NBC-TV and Mutual reporting a record-breaking number of outlets set to carry the baseball classic. Sponsorship is by the Gillette Co. through Maxon Inc.

Total cost for Gillette for broadcasting the 1954 Series on radio and television: almost $1,750,000. Of this sum, annual tv rights (under a six-year deal extending to 1956) cost $925,000 (plus $75,000 for the All-Star Game, rights for which went into same package, making $1 million for annual rights to the Series and All-Star Game). Radio rights to the Series cost $200,000. Thus, if rights for this year's Series cost $1,125,000, Gillette's radio-tv time and production costs are almost $625,000.

For the first time, the World Series will be on tv in all states in the U. S. It is estimated that the potential viewing audience for each game amounts to 100 million persons. The Series will be carried on television on 155 NBC-TV interconnected stations in 150 cities, including 47 cities which have not had World Series television before. The classic also will be presented on eight outlets in Canada and on non-affiliated stations including WPIX (TV) New York and General Teleradio outlets—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles, with the possibility that other stations will be added. It marks the second time that the Series has been telecast in Canada.

Radio coverage will be on a total of 920 stations. Paul Jonas, MBS director, said it will be carried on 569 MBS network stations and arrangements have been made to provide coverage for a total number of 753 stations in the U. S.; 79 in Canada (including 12 French language stations). Series also will be carried on 100 stations in 15 Latin American countries, four stations in Alaska and two in Hawaii.

For Gillette, it is the 16th consecutive year of sponsorship of the Series on radio, the eighth on television.

Gillette bought the tv rights to the games and to the baseball All-Star Games in late December at a total cost of $6 million through 1956. The radio rights to both classics were purchased in 1949 by Gillette for a period through 1956 at a cost of $1,375,000 [B•T, Jan. 1, 1951].

O'Neil Reported Recovering From Heart Attack on Ship

WILLIAM O'NEIL, 69, president of the General Tire & Rubber Co., owners of the Mutual network, was reported to be recovering from a heart attack suffered while aboard the *Queen Elizabeth* enroute to England. Mr. O'Neil was taken by ambulance to a Southhampton (England) hospital upon the ship's arrival last Monday.

Mrs. O'Neil said, "We don't think my husband is as ill as we thought when he collapsed on the ship." Mr. O'Neil's son, Thomas F., is chairman of the board and president of MBS.

NETWORK PEOPLE

Carl Gylfe, sales service manager, CBS Radio, Chicago, appointed research and sales promotion manager.

Tom Seehof, sales promotion dept., Columbia Pacific Radio Network, Hollywood, appointed program promotion manager, succeeding **Roland H. McClure,** promoted to sales representative.

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INCOME	65%
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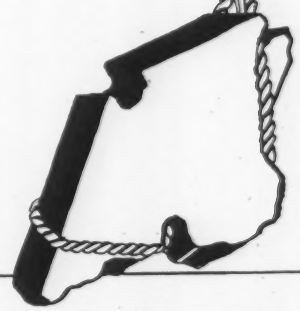
AUTOMOTIVE SALES	61%
DRUG SALES	65%
GASOLINE SALES	65%

of the entire State of Maine



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Perspective

WHAT'S NBC-TV's answer to reported "low" ratings of its first "spectacular"—*Satins and Spurs*—of the 1954 color season?

Sydney H. Eiges, vice president of NBC's press and publicity department, put it this way last week to a Cincinnati audience: "It would be fallacious to judge the success of this show or that of any of the other spectaculars from the rating viewpoint alone." More important, he said, is what effect the show has had on the progress of color—from this viewpoint: "The Betty Hutton show has made a great contribution by focusing audience and industry attention on the advent of a new era in color television." "Another point," he said, "is an assessment of what the spectacular concept will do to invest television broadcasting with new excitement."

Mann Holiner, N. Y. song-writer and radio producer, appointed producer, NBC-TV *Jack Carson Show*.

Allen Reisner and **William H. Brown Jr.** appointed alternate directors, CBS-TV *Climax* drama series.

Carroll Nye, publicist, CBS-TV, Hollywood, to ABC-TV there in similar capacity.

Les Tremayne, Hollywood radio-tv actor, signed for role of Bill Herbert in NBC-TV *One Man's Family*.

Harry Wismer, sports commentator, MBS, writing twice weekly football column "On the Fifty Yard Line," distributed by International News Service.

Ted Koop, news and public affairs director, CBS, Washington office, and recently returned from abroad, spoke on "Through Darkest Europe Without a Camera" last Tuesday at National Press Club, Washington.

James T. Aubrey Jr., general manager, Columbia Television Pacific Network, served as L. A. area chairman of National Dog Week, Sept. 19-25.

Lucian Davis, production co-ordinator, network programs, CBS Radio, Hollywood, father of boy, Lucian IV, Sept. 11.

Richard Erdman, actor, *Ray Bolger Show*, ABC-TV, father of girl, Erika, Sept. 9.

A. L. Hollander Jr., acting director, DuMont Television Network operations, and **Jean Hollander,** tv producer, parents of boy, Edmund David.

NETWORK SHORTS

NBC Radio has added daily news broadcasts direct from Chinese Nationalist Formosa resulting from growing seriousness of Formosa-Quemoy island situation.

ABC-TV's *Creative Cookery*, premiered Aug. 30 on two station network (WABC-TV New York, WBKB (TV) Chicago), has added following outlets: WATR-TV Waterbury, Conn.; WROW-TV Albany, N. Y.; WARM-TV Scranton, Pa.; WXYZ-TV Detroit; and WILK-TV Wilkes-Barre, Pa.

REDS SOLICITED LAMB IN 1931-33, EX-COMMIE TESTIFIES AT HEARING

Legalistics continue to dominate the inquiry into past associations of broadcaster-publisher Ed Lamb in second week of hearing.

LOTS of legalistics and little testimony marked the second week of FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., before Examiner Herbert Sharfman as the Broadcast Bureau produced Witness No. 2 in an effort to link the broadcaster-publisher with past communist activities and thus prove he had lied about alleged red ties.

Lowell Watson, Communist Party member from 1929-41 and now a Kansas dairy farmer and "consultant" to an undisclosed government agency dealing with security data, took the stand to recall soliciting Mr. Lamb in the period 1931-33 for financial aid to provide legal defense for the "Scottsboro boys" and others (considered Communist Party "work") but did not recall any specific instance in which the party was actually mentioned in Mr. Lamb's office.

The new witness said Mr. Lamb was an attorney for International Labor Defense and that a number of times he contacted Mr. Lamb on specific cases.

Highlight of Mr. Watson's testimony was a charge by Russell Morton Brown, co-counsel for Mr. Lamb with ex-U. S. Attorney General J. Howard McGrath, that while the witness could not remember specific details Tuesday morning, he suddenly recalled them during the afternoon after what appeared to have been an "illuminating lunch."

During cross examination by Mr. Brown, the witness admitted discussing the case with Broadcast Bureau counsel in their FCC offices during the lunch recess and this "refreshed" his memory. He also admitted reading during the recess the question-answer sheet he helped prepare for FCC before his appearance.

MR. WATSON

Asked how, after so many years, he could pick Mr. Lamb out for identification in the hearing room, the witness admitted to Mr. Brown that on the previous weekend he had been shown pictures of Mr. Lamb by FCC counsel.

The witness testified his entrance in the case began with William G. Cummings, the Broadcast Bureau's first witness who testified the previous week he was an FBI plant in the Communist Party at Toledo from 1943-1949 [B•T, Sept. 20].

Mr. Watson at one point testified that in talks with Mr. Cummings the latter indicated concern that Mr. Lamb's stations were near U. S. borders and could be used for international communication should "circumstances" arise.

Under cross examination early in the week, Mr. Cummings admitted he never told anyone at any time he thought Mr. Lamb had been a Communist. He also admitted Communist Party membership lists were padded with phony members—by using prominent names picked at random from the phone book or city directory—to protect members in case the lists fell into "unfriendly" hands.

Walter R. Powell Jr., chief of FCC Broadcast Bureau's Renewal & Transfer Division, has pointed out the proceeding does not involve Mr. Lamb's personal philosophy but only a question of whether or not he misrepresented himself when he told the Commission in various applications that he never had Communist ties. Mr. Lamb continues to deny such associations.

Associated with Mr. Powell in the Broadcast Bureau's case are attorneys Thomas B. Fitzpatrick and Arthur J. Schissel.

Mr. Brown cross-examined Mr. Cummings Monday morning about who he discussed the Lamb case with before trial. Mr. Cummings recalled talks with his family and that he was contacted by Sunne Miller, manager of WTOD Toledo, a Lamb station.

Questioned if he talked about the case with Emmett Lee Wheaton Jr., the man Mr. Lamb's *Erie Dispatch* reported has given Mr. Lamb an affidavit about an alleged bribe offer by Mr. Cummings, the witness paused in answering and from the rear of the hearing room Mr. Wheaton shouted to the effect he and the witness had talked together.

Asked again, Mr. Cummings said he had talked to Mr. Wheaton alone only once and explained "the case was mentioned but not discussed."

Identifies Mr. Lamb

Mr. Cummings testified he had never talked to Mr. Lamb personally. (The previous week he testified that the Mr. Lamb in the hearing room was the same man he saw speak 10 years ago at the dedication of Lincoln House, Communist Party headquarters in Toledo. The identification is under protest by Mr. Brown.)

"Would you say that before you came into this hearing room you had seen him [Mr. Lamb] many or few times?" Mr. Brown asked.

"Few times."

"How many times would you say, Mr Cummings?"

"I would say I saw him at Lincoln House . . . in 1944."

"That is the only time?"

"That is the only time."

"Now, Mr. Cummings, have you ever said to any one at any time in any place that Edward Lamb is or was a Communist?"

"Not at no time I have never said that."

Asked by Mr. Brown if it was not true that the party mailing list "had the names of prominent Toledo citizens on it who had no connection or link or affiliation of any kind with the Communist Party?" the witness replied, "That is right."

He explained that among the party membership cards the names of prominent people were added to protect the actual members in case they fell into "unfriendly hands." This was in 1947, he said, when party security was being tightened.

The witness said the additional names were "picked at random" out of the telephone book and city directory.

The witness said that although he saw the list and was present when it was prepared, he never had "access" to the list and couldn't remember the names.

On Tuesday morning the Broadcast Bureau counsel called to the stand Mr. Watson, 52, Olathe, Kan., dairy farmer and admitted former Communist Party member. Mr. Watson said he

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This little cameraman is so familiar we hardly have to tell you which famous program it stands for! It's also symbolic of one of last year's most significant moves . . . when Kraft Foods widened their TV audience by adding these weekly dramas to ABC's Thursday line-up. The commercials, too, are a popular feature of this outstanding show . . . one of the many distinguished programs now making "dramatic" news on ABC.

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had belonged to various trade unions, National Unemployed Council, International Workers Order, the Communist Party (1929-41) and the International Labor Defense, which he said was the Party's legal arm.

The witness said he began with the Communist Party as a "rank and file member," was advanced to "organizer of my specific unit," and later was elected to the section committee of the Communist Party in Lucas County (Toledo), Ohio, in 1931. This committee, he said, determined local guidance and policy.

He said he was responsible for functions of International Labor Defense in that area, an organization he claimed was set up on a nationwide basis to rally mass and legal defense for persons arrested in "class struggle" activities.

Amid turbulent exchanges among counsel, Mr. Watson testified he first went to Mr. Lamb's office in 1931 in the company of Eugene Stoll, then head of the local Communist Party. Mr. Stoll's party name was Gene Johnson, he said.

Mr. Watson said he was told Mr. Lamb was an attorney for ILD and should be consulted on matters concerning ILD.

After protests by Mr. Brown, the witness was asked what Mr. Lamb said to him and he replied he didn't recall anything specifically.

Mr. Watson was asked to identify Mr. Lamb in the hearing room. The six-foot-six witness said it had been "a long time" but he thought he could and walked down the aisle to point out Mr. Lamb.

The witness estimated he visited Mr. Lamb's office several times in the period 1931-33 but could not recall any conversations which took place although he could give the subjects of the talks which he said involved such things as legal defense of persons arrested, ILD organizational problems and raising money.

He said conversations covered the person arrested, offense, charge, bond if any, and details on whether Mr. Lamb or another attorney would handle the case.

Later he said an ILD attorney was never consulted except on "class struggle activities." This term brought objections from Mr. Brown, who said various groups define the term different ways. When the witness volunteered to elaborate on the term "class struggle," he was warned by Mr. Sharfman to refrain from making voluntary remarks.

Warrant for Witness

EXISTENCE of a warrant for arrest of William G. Cummings, ex-FBI plant in the Toledo Communist Party and initial FCC witness in the Edward Lamb case, on a charge of making a false statement in obtaining his second marriage license in 1931, was related to the FCC proceeding Wednesday by Walter R. Powell, Broadcast Bureau counsel.

Complaint for the warrant, issued by a Bowling Green, Ohio, justice of peace, was reported made by a Mr. Zimmerman, said to be Mr. Lamb's personal pilot. Mr. Powell said he based his statement on press reports. The warrant reportedly was issued Monday night.

Counsel for Mr. Lamb Monday put in evidence court documents from Florence County, S. C., certifying Mr. Cummings' first marriage was in 1929 and records showed no annulment.

Mr. Cummings was to appear Tuesday for re-direct examination but the session proceeded with a new witness who later testified Mr. Cummings was in Mr. Powell's office at the FCC Tuesday noon.

On Tuesday afternoon, Mr. Watson testified he now could remember details about the "six or eight" later meetings which he said he and Mr. Stoll held with Mr. Lamb. He remembered the three discussed finances, that he and Mr. Stoll solicited money from Mr. Lamb and that Mr. Lamb responded by making contributions.

He said he and Mr. Stoll told Mr. Lamb that although most of the money would go to particular causes such as legal defense of the "Scottsboro boys," some would be used to further the work of the Communist Party in Toledo and New York.

At this point the witness was removed from the hearing room for discussion on his qualifications in view of these statements of what happened at the meetings and his claimed inability in the morning session to remember what had happened.

". . . This is a monstrous performance," Mr. Brown shouted, pacing the floor. "Everybody callously sits here and seems to treat it as a legalistic joust.

". . . Mr. Lamb was consulted in the role of an attorney. Is he now on trial for the sins of his clients? Can this Commission bring before you witnesses who have apparently been prepared to utter this slander?"

Noting the witness had said he couldn't remember, Mr. Brown exclaimed, "Ah! but that was before lunch!"

Mr. Sharfman, however, just before the noon recess had ruled that since the witness was under direct testimony he would be permitted to communicate with Broadcast Bureau counsel during the recess.

Examiner Sharfman now expressed concern and said he didn't know what weight to give the witness' testimony. "The witness is recollecting matters he couldn't recollect this morning," he observed.

Back on the stand, Mr. Watson related he and Mr. Stoll received contributions from Mr. Lamb and that these amounts were never more than $25, that Mr. Lamb made the contributions "six or seven times" out of the "nine or ten times I visited him."

Mr. Watson said Mr. Lamb was ILD's attorney in 1934 and was a member of the Advisory Committee of ILD on a national scale.

On Wednesday afternoon Mr. Brown began minute cross examination of Mr. Watson, delving into his personal background as well as Communist Party experiences.

Mr. Watson testified that "over the years" he changed his way of thinking and left the Communist Party in 1941.

On Thursday, when asked if he was appearing without compensation, the witness said he hoped to get paid $25 per day plus maintenance but no promises had been made. He indicated FCC representatives told him it was hoped it could be worked out for another government agency to pay him.

The witness, under questioning, said he was employed as a consultant by another agency which deals with security matters, hence he would not disclose which agency.

Asked if his services for the other agency were similar to those he performed for FCC, the witness felt they fall in "an entirely different category" but acknowledged he then was performing "one of the services." Later he said one of his duties is to "identify witnesses." He estimated about 10% of his time is spent giving testimony.

Later on Thursday the witness went into detail about the party's collection policy and his experience. He told Mr. Brown he had solicited some 100 people regularly in the Toledo area and no distinction was made between communists or non-communists since the party gladly accepted money from anyone.

The witness testified that during the 12 years he was a party member, the identity of contributors was never reported to the executive committee although the names of some of the financial supporters might be given the treasurer when money was turned in by the worker. He said no lists of contributors or amounts given were used.

To Mr. Brown's interrogation, the witness replied that when non-communists were solicited, the appeal was made on the basis of legal defense for various persons such as the Scottsboro boys or jailed strikers and the Communist Party was not mentioned.

The witness explained that when he testified earlier that solicitations of Mr. Lamb were for the work of the Communist Party, he meant that money was asked for legal defense of this or that person and such defense was considered part of the work of the party.

"Do you recall whether the words 'Communist Party' were ever uttered in any conversation in Mr. Lamb's office?" Mr. Brown asked.

After admitting, "I'm afraid of your next question," the witness answered, "I cannot recall any specific instance in which the words 'Communist Party' were used in Mr. Lamb's office."

In further cross examination, the witness admitted the party and ILD secured the best legal counsel they could "afford" and it didn't matter whether counsel were Communists or not although the party would have preferred that they were.

The witness agreed it is a "matter of historic record" of many prominent attorneys going to the aid of persons who needed legal defense but could not afford such defense. He said Mr. Lamb "certainly was" one of those who gave his time and effort to help such as these.

New Lamb Suit

SECOND $500,000 damage suit against Rep. Pat Sutton (D-Tenn.) by broadcaster-publisher Edward Lamb was reported filed last week in Federal court at Nashville, charging slander by Rep. Sutton on a political talkathon earlier this year [B•T, July 19]. The suit names as co-defendant WLAC there. Another suit in Federal court for $500,000 was filed by Mr. Lamb against Rep. Sutton several weeks ago [B•T, Sept. 13] while three previous suits for $500,000 each against Rep. Sutton pend in Nashville Davidson County Circuit Court. Other co-defendants in the suits are WSIX-AM-TV and WSM-AM-TV Nashville.

BOTKIN SWORN IN AS ODM EXECUTIVE

HAROLD BOTKIN, assistant director of operations for AT&T's Long Lines Dept., last Wednesday afternoon was sworn in as assistant director for telecommunications in the Office of Defense Mobilization.

Mr. Botkin, a former consultant in the Defense Dept.'s Office of Transportation and Communications, succeeds William A. Porter, who returns to private law practice with the Washington law firm of Bingham, Collins, Porter & Kistler [AT DEADLINE, Sept. 30].

Present for the oath-taking ceremonies were FCC Comr. Edward M. Webster; Rear Adm. Henry C. Perkins, chief of operations of the Coast Guard; Dean Garner, director of the Defense Dept.'s Communications Division; Lloyd Simpson, Civil Aeronautics Administra-

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TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE

RADIO-TV officials look over Philadelphia's potential as a site for the 1956 political conventions which a special municipal committee is trying to bring to that city. Network news executives were shown the facilities which would be available to them if the "City of Brotherly Love" were chosen. Represented here are (l to r): seated, Milton Burgh, MBS director of news; Davidson Taylor, NBC director of public affairs; standing, James Caddigan, DuMont director of programming and production; Paul Levitan, CBS producer; Elmer Lower, CBS director of special projects, news and public affairs; William R. McAndrew, NBC head of news; Walter Phillips, Philadelphia director of commerce; and Walter H. Annenberg, editor and publisher of the *Philadelphia Inquirer* (WFIL-AM-TV) and chairman of that city's Citizens Committee.

tion communications liaison officer; Perry Johnson, Central Intelligence Agency deputy assistant director for communications; John Cross, assistant chief of the State Dept.'s Telecommunication Division.

Mr. Botkin will work on U. S. policy problems in communications.

Date Set in Govt. Suit Against Picture Firms

NEW trial date of Oct. 4 has been set by Los Angeles Federal Judge Harry Westover in the government anti-trust suit against major motion picture production and distribution firms to force release of 16 mm prints of their theatrical films to tv and other uses [B•T, Feb. 8].

Judge Westover granted the delay after attorneys for both defendants and the justice department anti-trust division reported progress in a series of pretrial conferences aimed at narrowing issues to be heard and deciding on admissibility of evidence and documents, so as to expedite trial hearings.

Government suit, originally filed two years ago [B•T, July 28, 1952], listed as defendants Columbia Pictures Corp. and tv subsidiary Screen Gems Inc.; Universal Pictures and subsidiary United World Films Inc.; Warner Bros. Pictures Inc. and Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp. and Republic Productions Inc., and Pictorial Films Inc. Theatre Owners of America (TOA), a trade group, was named a co-conspirator, but not as a defendant in the anti-trust suit.

Shortly after suit filing, William C. Dixon, chief of the West Coast anti-trust division, said the government felt the defendants "conspired to restrict the use of their product," adding that the only question involved in pressing the suit was the enforcement of the anti-trust laws.

RADIO, TV MAY GET INTO PARTY PARLEYS

"FAVORABLE reaction" has greeted the proposal by J. Leonard Reinsch, managing director of the Cox stations, that all committee sessions of the Democratic Presidential nominating convention in 1956 be made available to all media, including radio and television.

The plan was submitted by Mr. Reinsch, radio-tv consultant to the Democratic National Committee and member of its special advisory committee, to the national committee during a two-day session in Indianapolis Sept. 17-18. The committee met to draft plans for the fall congressional election campaigns [B•T, Sept. 20]. No formal radio-tv action was taken, it was reported.

The advisory group will meet again sometime in December and will weigh other innovations suggested by Mr. Reinsch for the nominating convention.

Earlier, Clayton Fritchey, deputy chairman of the national committee, told B•T the committee plans to buy no national time itself but hopes to support individual senatorial and congressional candidates. The financial aid would be lent through various Democratic state and local groups, each buying their local time.

Peoria U's Don't Want V

TWO operating uhf stations at Peoria, Ill., ch. 43 WEEK-TV and ch. 19 WTVH-TV, petitioned FCC last week to make all commercial channels there uhf in order to prevent creation of a new intermixed uhf-vhf market. Pointing out that the area presently is virtually all uhf, the stations asked that the educational reservation affixed to ch. 37 be switched to ch. 8, now in contest between WIRL and WMBD there. An alternative suggestion submitted by the stations is to add ch. 31 to Peoria and reassign ch. 8 somewhere else.

Query of FCC to Start Bricker Network Probe

THE FCC will be the first entity on the list of groups to be questioned by the Senate Commerce Committee staff in Chairman John W. Bricker's investigation of the networks and the uhf-vhf situation, according to developments last week.

The Ohio Republican's office said lines of inquiry for obtaining the Commission data already have been marked, but first must be cleared with the Senator.

Indications were that at least the preliminary phases of the investigation would be handled by questionnaires.

It was unlikely that the Senator will be in Washington to give attention to the matter until perhaps Monday, Oct. 4.

Sen. Bricker will be in Boston until Friday, Oct. 1, attending a conclave of the Supreme Council of the 33rd Degree Scottish Rites Masons, and, it is reported, probably will return to Ohio for that weekend.

Nature of the data to be asked from the Commission was withheld pending clearance by Sen. Bricker, and the date the questionnaire will be submitted depends on how soon the Senator acts on the recommendations of the staff conducting the investigation.

This staff, headed by Robert F. Jones, held a series of conferences all last week in working out plans for the probe. Participating with Mr. Jones in the conferences were Harry M. Plotkin, minority counsel who joined the investigating group last Monday, and Nicholas Zapple, the Commerce Committee's communications counsel who is coordinating the probe.

Tv Crime and Horror Hearing To Commence in Mid-October

EXACT date for the Senate Juvenile Delinquency subcommittee's planned hearings on tv crime and horror programs has not been set but sessions definitely will begin around mid-October, Herbert Beaser, the subcommittee's chief counsel, said last week.

The hearings will be held in Washington, Mr. Beaser said, and will cover every phase of programming in the television industry. The hearings are expected to go into the activities of the Television Code Review Board to determine who makes decisions on programming [CLOSED CIRCUIT, Sept. 20].

Chairman of the group is Sen. Robert C. Hendrickson (R-N. J.). Other members are Sens. William Langer (R-N. D.), Thomas C. Hennings Jr. (D-Mo.) and Estes Kefauver (D-Tenn.).

'Round The World'

TELEVISION diary, recording the 'round-the-world journey by Sen. Margaret Chase Smith (R-Me.), will be made by CBS-TV *See It Now*. The senator disclosed last Thursday on the Edward R. Murrow show that when she leaves on the tour to Europe and Asia on Oct. 2, she will be accompanied by the show's cameraman Charles Mack and soundman Bobby Huttenloch. CBS-TV said the trip is the first such report by a tv program and the first such tour guided by a U. S. Senator. Sen. Smith will not accept a fee from the program and no government funds are involved, the network said.

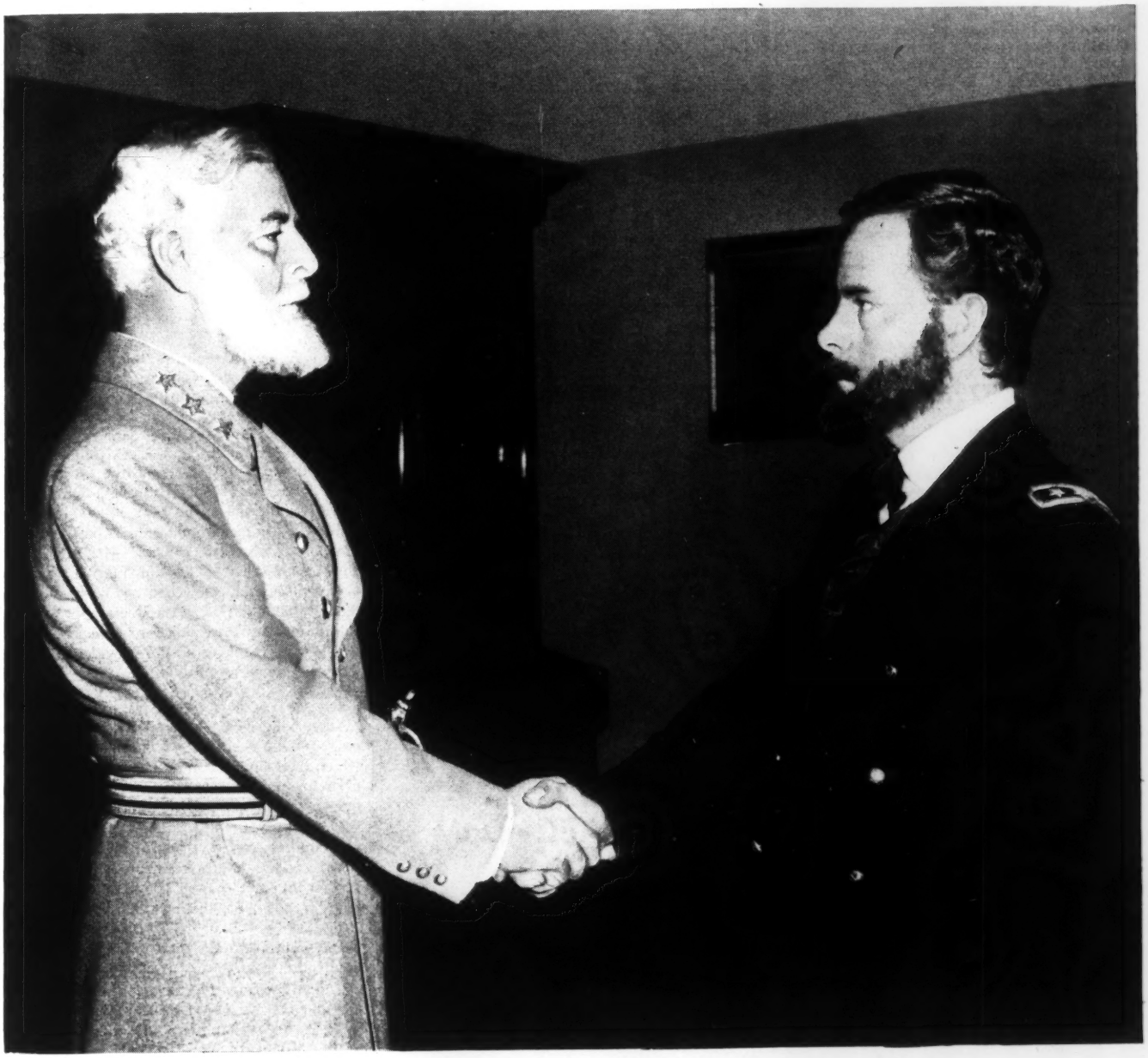
old friends

Du Pont is sold on ABC... renews Cavalcade of America for '54-'55 season

Prestige-conscious Du Pont and Nielsen-wise BBDO have again chosen the opening slot on ABC's great Tuesday night line-up for Cavalcade of America's '54-'55 bow on September 28. One of TV's most honored dramatic shows, winner of the Freedoms Foundation Award for five straight years, Cavalcade features great actors in great moments from American history, recreated by some of TV's most gifted writers and producers. Du Pont's Cavalcade is the opening gun of the battery of shows that makes Tuesday night ABC night on the nation's TV screens.

You're in smart company on **ABC-TV**

AMERICAN BROADCASTING COMPANY



WEAN SALE, WILS-TV LEASE APPROVED; OTHER TRANSFERS SENT TO COMMISSION

Fox, Wells & Co. seeks approval of its purchase of KFSD-AM-FM-TV San Diego for $2,227,500 plus net quick assets. WHOO-AM-FM Orlando, Fla., sale from Edward Lamb to Mowry Lowe for $295,000 is also submitted to the Commission.

FCC last week granted the transfers of WEAN Providence, R. I., from General Teleradio Inc. to Providence Journal Co. for $260,000, and the lease of WILS-TV Lansing, Mich., from John C. Pomeroy and associates to a group headed by Thomas B. Shull, NBC Film Division account executive, for $5,000 per month, with an option to buy at $166,254.

The week also saw applications for FCC approval of the sale of KFSD-AM-FM-TV San Diego from Thomas E. Sharp and associates to Fox, Wells & Co. for $2,227,500 plus net quick assets [B•T, Aug. 23]; of WHOO-AM-FM Orlando, Fla., from Edward Lamb, now in the throes of an FCC hearing regarding communist affiliations (see separate story on page 54), to Mowry Lowe, former general manager of WEAN Providence, R. I., for $295,000.

Also filed last week was an application by Max Leon, WDAS Philadelphia, asking FCC approval in the sale of his old 1400 kc facility to Friendly Broadcasting Co. (Richard Eaton) for $72,000. WDAS holds a CP to change to 1480 kc.

The WEAN transfer was approved with the proviso that the Providence Journal Co. *(Providence Journal-Bulletin)* rid itself of WPJB in that city. WEAN operates on 790 kc with 5 kw and is an MBS affiliate. WPJB operates on 1420 kc with 5 kw and is an ABC affiliate.

The ch. 54 WILS-TV Lansing lease was authorized to the Inland Broadcasting Co. which is owned by Herbert H. Upton, John A. Strauss, and James C. Hendley. Mr. Shull has no stock interest, but will be general manager of the station. The $5,000 per month rent agreement contains provisions relating the monthly payments to station income in such a way that monthly rent can drop to $500. The option to buy is valid for two years, but is predicated on the Commission granting Parma-Onondaga, Mich., ch. 10 to Television Corp. of Michigan (in which Mr. Pomeroy and his group have an interest).

WILS-TV cost $217,667 to build, the application showed. Total assets of the licensee, Lansing Broadcasting Co., which also owns WILS (1320 kc with 5 kw day, 1 kw night), were put at $418,587, with the surplus set at $50,000.

WILS-TV began operating Aug. 20, 1953, and is affiliated with ABC-TV and DuMont. It is represented by Venard, Rintoul & McConnell Inc.

Application for approval of the sale of the KFSD San Diego stations to Fox, Wells & Co. for almost $2.25 million plus net quick assets indicated that the investment company was borrowing $2.5 million from Bankers Trust Co., New York, for seven years, at 4%. It also showed that an option held by Charles E. Salik, former owner of KCBQ San Diego, to buy 1,330 shares of the 2,660 owned by Mr. Sharp will be taken over by the new licensee, KFSD Inc.

KFSD Inc. will be 95.5% owned by Fox, Wells & Co. It will be headed by James G. Rogers, pre-World War II vice president and general manager of Benton & Bowles advertising agency, and will also include Glen McDaniel, president-general counsel of Radio-Electronics-Television Manufacturers Assn., 3%, and William T. Lane, former general manager of WAGE Syracuse, N. Y., and of WLWT (TV) Atlanta, Ga. (now WLWA [TV]), 1.5%.

Fox, Wells Holdings

Fox, Wells & Co.—which is owned by former American Optical Co. executives Heywood Fox, 15%, George B. Wells, 5%, and Dr. R. Bowling Barnes, 5%, as general partners, and 75% by trust funds—owns 30% of WWOR-TV Worcester, Mass., 40% of Olympic Radio-Television Inc. (radio-tv sets), and substantial interests in community television systems in Florence, Ala.; Bluefield, W. Va.; Parkersburg, W. Va.; Williamsport, Pa.; Clarksburg, W. Va.; Fairmont, W. Va.; Morgantown, W. Va., and Winchester, Ky. It also holds varying interests in spraying, compressor, lighting fixtures, oil, and Coca-Cola bottling companies.

Present licensee of the KFSD stations, Airfan Radio Corp., showed total assets of $1,266,341, with $664,048 in earned surplus listed. Replacement value of KFSD-TV was put at $587,855; of KFSD-AM-FM, at $564,682. In addition to Mr. Sharp, Airfan stock is held in varying minor amounts by three other stockholders and by three trustees for trust funds.

Sale of Mr. Lamb's WHOO stations in Orlando, Fla., which he bought in 1952 for $200,000, to Mr. Lowe will be paid in most part by a six-year note, it was explained in the application. Total assets of the Orlando stations were set at $151,613, with earnings of $25,149 indicated in the June 30, 1954, balance sheet. Estimated replacement cost of both outlets was set at $275,000. Mr. Lowe, who will be president of Radio Florida Inc., the actual purchaser, showed a net worth of more than $50,000. FCC last week approved the sale of WEAN Providence, of which Mr. Lowe was general manager, to the Providence Journal Co. (see above).

WDAS Sale

In seeking FCC approval for the sale of his old 1400 kc facility, Mr. Leon cited cases in which the Commission had approved such sales, even for stations which had changed their frequencies. He pointed out that he had bought WDAS in 1950 for $500,000, had constructed new studios in 1953 for $53,000 and planned to invest $163,000 for complete new studios and equipment for the 1480 kc operation. In addition to the $72,000 purchase price, United Broadcasting will pay $4,350 a year for seven years' rental of the old WDAS studio, the application said.

United Broadcasting now owns WOOK-AM-TV and WFAN (FM) Washington; WSID and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland, and WANT Richmond, Va.

The company you keep in **CHATTANOOGA**

(79th MARKET) - - - ON WDEF-TV

Your Play Time . . . Comedy Hour . . . TV Playhouse . . . Liberace . . . GE Theatre . . . Tony Martin Show . . . Camel News Caravan . . . Burns and Allen . . . My Friend Irma . . . Viceroy Theatre . . . Dennis Day Show . . . Robert Montgomery Presents . . . Place the Face . . . Studio One . . . Midwestern Hayride . . . Arthur Murray Party . . . Milton Berle Show . . . I Love Lucy . . . Masquerade Party . . . Red Buttons . . . Truth or Consequences . . . You Bet Your Life . . . Red Skelton Revue . . . Arthur Godfrey and His Friends . . . Coke Time . . . I Married Joan . . . Cavalcade of America . . . Strike It Rich . . . I've Got A Secret . . . I Led Three Lives . . . This Is Your Life . . . Dragnet . . . Ford Theatre . . . Mr. District Attorney . . . Favorite Story . . . Pantomime Quiz . . . Mama . . . Life of Riley . . . Best In Mystery . . . Big Story . . . Cavalcade of Sports . . . Game of the Week . . . Jackie Gleason Show . . . Amateur Hour . . . Saturday Nite Revue . . . Your Hit Parade . . . Private Secretary . . . On Your Account . . . Lux Theatre . . . Disneyland . . . Kollege of Musical Knowledge . . . Welcome Travelers . . . Guiding Light . . . Hawkins Falls . . . Chrysler Show . . . Dollar a Second . . . Sports Revue

Carter Parham, President Harold (Hap) Anderson, Manager

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
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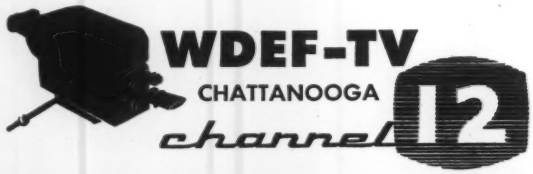

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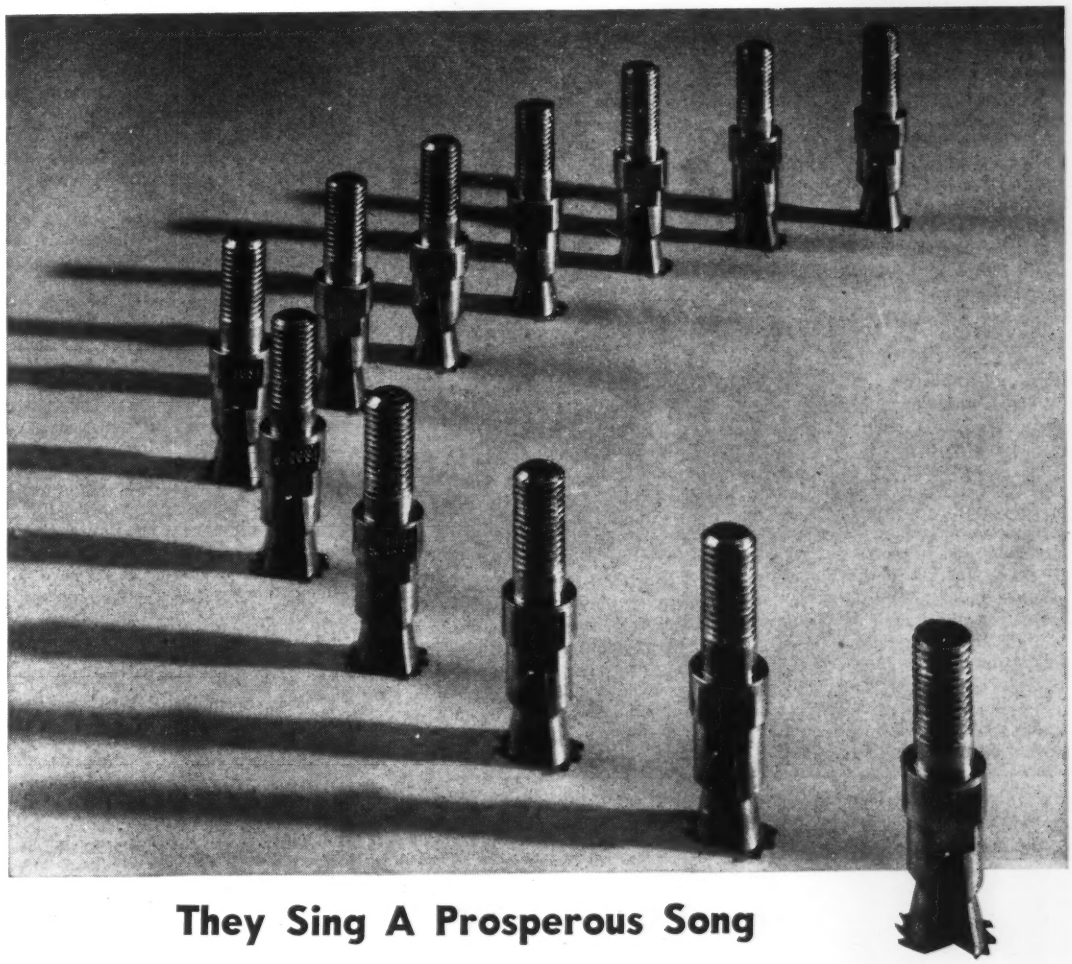

They Sing A Prosperous Song

Dovetail bits hum about payrolls and profits as they work for the growing furniture industry in the South's Prosperous Piedmont.

Industry and agriculture team-up to make the mighty Piedmont section of North Carolina and Virginia one of the fastest comers in the nation. And WFMY-TV is the Prosperous Piedmont's most viewed station.

The 1,700,000 people in WFMY-TV's 31-county area have over 2 billion dollars to spend . . . and they're ready, willing and able to spend it. Let your H-R-P man tell you the success stories of flourishing products sold over WFMY-TV in the Prosperous Piedmont.

Team your product with WFMY-TV and you'll sing a prosperous song, too. Call your H-R-P man today.

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INTERCITY RELAYS: NEW FCC ISSUE

INTERCITY relays for the exchange of television programs between cities whether or not linked by common carrier facilities have become a lively subject at the FCC.

• The Commission asked for comments on the petition of North Dakota Broadcasting Co. (KCJB-TV Minot and KXJB-TV Valley City, North Dakota) to revise the rules to permit the construction of privately owned intercity relays.

• AT&T asked for permission to use uhf frequencies to put a 150-mile international radio relay across the Straits of Florida to connect the U. S. and Cuba for telephone and tv.

• A private group asked for authority to construct an intercity microwave relay between Granite Canyon, Wyo., and Rapid City, S. D., to feed Denver tv signals to a prospective community television system in Radio City.

The North Dakota Broadcasting Co. petition asked that FCC rules be changed to permit a tv station to build its own interconnection to bring live network programs to its audience where it can be shown that existing common carrier facilities are too costly and might deprive some parts of the country from receiving live network programs or result in no tv service.

The North Dakota licensee asserted that the Commission should have the discretion of considering such requests and authorizing them if it was convinced it was in the public interest.

Under present regulations tv stations may build their own intercity links only as an interim measure until common carrier facilities are available. In the early days of tv, there were about 10 such station-owned facilities. These have now increased to 24.

In issuing its notice of proposed rule-making on this subject, the Commission asked for comments from interested parties by Nov. 8, and allowed 10 days thereafter for counter-comments and replies.

The 24 stations which use their own intercity microwave are:

KATV (TV) Pine Bluff (Little Rock), Ark.; WNHC-TV New Haven, Conn.; WATR-TV Waterbury, Conn.; WRBL-TV Columbus, Ga.; WTTV (TV) Bloomington, Ind.; KQTV (TV) Fort Dodge, Iowa; WBOC-TV Salisbury, Md.; WNEM-TV Bay City, Mich.; WWTV (TV) Cadillac, Mich.; WKZO-TV Kalamazoo, Mich.; WILS-TV Lansing, Mich.; WJIM-TV Lansing, Mich.; WKNX-TV Saginaw, Mich.; WPBN-TV Traverse City, Mich.; WJTV (TV) Jackson, Miss.; WTVE (TV) Elmira, N. Y.; KXJB-TV Valley City, N. D.; WHIZ-TV Zanesville, Ohio; WGLV (TV) Easton, Pa.; WARM-TV Scranton, Pa.; WGBI-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WSAZ-TV Huntington, W. Va.; WEAU-TV Eau Claire, Wis.

AT&T's proposal to institute U. S.-Cuba radio relay service was in the form of a petition asking the FCC to authorize stations in the International Fixed Public Radio Service in southern Florida to use bands between 500 mc and 890 mc, provided no harmful interference is caused to tv.

AT&T claimed that the International Fixed Public Radio Service frequencies could not provide the "over the horizon" transmissions needed to interconnect Cuba and Florida. However, AT&T said, its studies have shown that it is possible to accomplish this over-the-water hop with beamed uhf frequencies. This would permit transmission of "hundreds" of telephone messages and also tv programs, AT&T pointed out, with a 20 mc band.

Proper siting of the inter-nation radio relay transmitters would ensure that no interference would be caused to uhf tv stations in southern Florida, AT&T said. Transmitting facilities in Cuba would be engineered so as to avoid interference with tv reception in the U. S., it added. It suggested that all the possible interference factors could be overcome by using frequencies above 680 mc.

The third request for construction of an intercity relay to feed tv signals to a community television system was submitted last week to the FCC. This was by Eugene Bartlett and C. L. Reed, under the name of Bartlett & Reed Management, to establish a $211,265, seven-hop, common carrier, microwave system between Granite Canyon, Wyo. and Rapid City S. D., to feed a prospective community tv operation in that Black Hills-southern Dakota region.

The applicants, who emphasized they will have no connection with the community tv system in Rapid City, estimated $100,000 revenues in the first year of operation, based on $8,500 per month charge (for both video and audio channels) for each customer. The hope is that more than one mountaintop system may engage its services.

The Dakota businessmen foresee a 4,000-home potential for community tv operation, feeding Denver tv station signals to Rapid City. They informed the Commission that they had aural assurance from KOA-TV Denver that they could use its ch. 4 signals for this purpose.

Hills Broadcasting Co. (N. L. Bentson and associates) holds a CP for KTLV (TV) on ch. 7 in Rapid City. Grant was made last February. The Bartlett-Reed group expressed doubts that the station would be built. There is no tv reception at Rapid City at present, they said.

The application is similar to the proposal of J. E. Belknap & Assoc. to feed Memphis tv signals to Kennett and Poplar Bluff, Mo., community tv systems. This was granted last May [B•T May 10].

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill.
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The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
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Ernest C. Sanders, Manager
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AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

KBTM Bids for Ch. 8; WMGT (TV) Asks Ch. 19

APPLICATION for ch. 8, Jonesboro, Ark., was filed last week by KBTM-AM-FM that city, with estimated $100,000 construction cost, RCA equipment, and 11.75 kw power. Antenna, set for one mile east of Jonesboro on Highway No. 4, will be 309 ft. above average terrain (337 ft. above ground). Application showed total assets of the KBTM stations as $127,777 as of Aug. 31, 1954, with $57,750 due in notes. Principals are Harold E. and Helen W. King.

The FCC was also asked by ch. 74 WMGT (TV) North Adams, Mass., to assign ch. 19 there and permit the station to shift to the lower uhf channel. It said that ch. 19 had been granted to Richard H. Balch for Utica, N. Y., and that it had agreed to pay Mr. Balch $11,000 for the expenses he incurred in connection with the projected Utica station. Upon payment of this sum, WMGT said, Mr. Balch has agreed to surrender his CP.

In formal orders, the Commission replaced ch. 65 at Sunbury, Pa., with ch. 38 at the request of WKOK Sunbury, effective Oct. 25. This also involved substituting ch. 74 for 38 at Lewiston, Pa., and assigning ch. 65 to Shamokin, Pa.

In another allocation change, the FCC ordered the assignment of ch. 2 to Andalusia, Ala., and reserved it for educational, noncommercial use. This was on the request of the Alabama Educational Television Commission.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Beeline listeners in this independent inland market spend over $3 billion annually at retail, nearly a billion annually for food alone. *(Sales Management's 1954 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

FCC ACTS TO END AREA ANTENNA LIMIT

Proposed rule-making issued to delete 1,000-ft. maximum for tv antennas in U. S. northeast and north central areas.

ELIMINATION of the 1,000-ft. maximum antenna height limitation for full-power tv stations in the northeastern and north central area of the U. S. (Zone I) loomed as a possibility last week when the FCC issued a notice of proposed rule-making looking toward the deletion of this provision in its tv rules.

The action was based on petitions requesting the equalization of antenna height maximums for the entire country, submitted to the FCC in 1953 by WBEN-TV Buffalo (ch. 4) and WSAZ-TV Huntington, W. Va. (ch. 3). Both stations are in Zone I peripheries, and claimed they were being discriminated against because of this limitation on height.

FCC Comr. Frieda B. Hennock dissented.

FCC rules, established in 1952 after the four-year freeze, permit 2,000-ft. antennas with maximum powers in all parts of the country except the crowded northeast and north central states. Maximum powers for channels 2-6 are 100 kw, for channels 7-13, 316 kw, and for channels 14-83, 1,000 kw.

It was felt, the Commission said in its 1952 report, that antenna height limitation to 1,000 ft. in Zone I was necessary to permit closer geographical spacing of stations in this densely populated area. This would permit the FCC to assign more vhf channels there than if the general separation criterion were used, it said. However, the Commission held open the door for higher antenna maximums by qualifying the Zone I limitation "until a larger body of data is available with respect to operation with antenna heights over 1,000 ft. with higher powers. . . ."

Both WBEN-TV and WSAZ-TV claimed elimination of this restriction would greatly increase the service areas for all stations in Zone I, and that there would be little, if any interference, provided all stations boost operation to maximum power.

The Commission asked for comments by Nov. 25, with counter-comments due 10 days thereafter. It said it would decide whether hearings were necessary after reviewing the comments and counter-comments.

Comr. Hennock based her dissent on her fear that high powered metropolitan vhf stations with 2,000-ft. antennas would blanket smaller vhf and all uhf stations in the crowded northeast and north central states. This "reflects a basic change in the philosophy of the Commission since 1952," Miss Hennock said.

She urged that the Commission hold up action until the results of the Bricker investigation (see story page 58) are known.

Seven New Tv Outlets Beginning Operations

SEVEN new tv stations were scheduled to begin regular programming this past weekend. These starts would increase to 407 the number of operating tv stations.

A year ago, at World Series time, a record was set when 27 new tv stations in one week started programming.

The new tvs, bringing the first local video outlets to four cities, are:

WGTH-TV Hartford, Conn. (ch. 18), ABC, DuM; represented by H-R Tv Inc., Sept. 25.

WINT (TV) Waterloo (Ft. Wayne), Ind. (ch. 15), CBS; represented by H-R Tv Inc., Sept. 26.

KTIV (TV) Sioux City, Iowa (ch. 4), NBC; represented by George P. Hollingbery Co., Sept. 26.

WMTW (TV) Poland, Me. (ch. 8), ABC, CBS; represented by Harrington, Righter & Parsons Inc., Sept. 25.

KSWM-TV Joplin, Mo. (ch. 12), CBS; represented by Venard, Rintoul & McConnell Inc., Sept. 26.

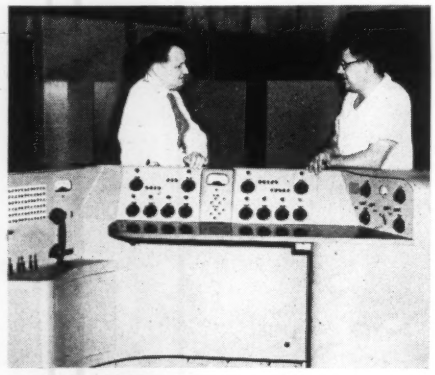
WUSN-TV Charleston, S. C. (ch. 2), NBC, DuM; represented by H-R Tv Inc., Sept. 25.

KUTV (TV) Salt Lake City (ch. 2), ABC; represented by George P. Hollingbery Co., Sept. 26.

This is the first local tv station for Hartford, Waterloo (serving nearby Ft. Wayne), Poland and Joplin; the second for Sioux City and Charleston, and the third for Salt Lake City.

WLOS-TV Asheville, N. C., began regular programming Sept. 18 affiliated with ABC and DuMont. The ch. 13 outlet is the second tv there but first vhf.

WCNY-TV Carthage-Watertown, N. Y., was scheduled to begin test patterns Saturday and expects to begin commercial operation Oct. 1, the station has reported. The ch. 7 outlet will be affiliated with ABC and CBS and represented by Weed Tv.



GATES RADIO Co., Quincy, Ill., announced last week it has been awarded the contract for the construction of audio and control equipment for the new U. S. Information Agency (Voice of America) installation in Washington. Sufficient audio and control equipment is to be provided by Gates for 16 studios, 40 recording positions (disc and tape), one master control console and recording console.

Voice Begins Operation From Washington Studios

FIRST of the Voice of America's broadcasts from Washington went on the air last Wednesday, with the placing into use of four of the Voice's 14 new studios which have been under construction in the Health, Education & Welfare Dept. Building, a spokesman said.

The broadcasts mark the first of the Voice's broadcasting activities to be moved from New York to Washington. The entire move is expected to be completed by Nov. 1.

The four studios will handle the Voice's Near East language desk and adds about 100 to the 100 members of the agency already in Washington. The complete move involves about 1,000 persons, the spokesman said.

The Voice is concluding an extensive recruiting campaign to replace some 20-30% of its personnel who will not make the move from New York. The spokesman said the agency currently is "desperately" in need of 60 stenographers. The recruiting campaign was largely to replace broadcasting personnel who are proficient in the 38 languages broadcast.

The Voice's Far East desk has set Oct. 2 to begin Washington broadcasts.

ROLLINS, OK SEEK SAME AM FREQUENCY

Both want Indianapolis daytimer on 1590. In other actions, FCC grants new radio station and approves two changes from fulltime to daytime.

TWO fast-growing, post-war broadcasters take the field against each other soon for 1590 kc in Indianapolis.

Contestants are Rollins Broadcasting Co., seeking 5 kw daytime only on that frequency, and OK Broadcasting Co., seeking 1 kw daytime only on that wavelength.

Rollins Broadcasting is John W., O. Wayne and Katherine E. Rollins, who started with GI savings in 1948 when they applied for and received a grant for WAMS Wilmington, Del. They now own also WJWL Georgetown, Del.; WRAD Radford, WRAP Norfolk, both Virginia; WNJR Newark, N. J. They also have a television grant for WHRN (TV) Dover, Del.

OK Broadcasting is Jules J. Paglin and Stanley W. Ray Jr., who began in their native Louisiana with KAOK Lake Charles in 1947 and have since added WBOK New Orleans, WXOK Baton Rouge, both Louisiana, and KYOK Houston, Tex. They also hold an interest in WCNO-TV New Orleans.

Both the Rollins group and the Paglin-Ray group program many of their stations for Negro audiences. Both plan to spend $55,000 to $65,000 in building their proposed Indianapolis stations.

In other am actions, the Commission authorized the grant of 1240 kc with 250 w at Eustis, Fla., to Washington radio attorneys Seymour Krieger and Norman E. Jorgensen. They recently bought WSBB New Smyrna Beach, Fla., for $30,000 [B•T, Aug. 9]. They intend to spend $28,500 to build the Eustis station.

Two recent changes from unlimited to daytime only were officially approved by the FCC last week. WWWB Jasper, Ala., was given permission to change from 1240 kc with 250 w, unlimited, to 1360 kc with 1 kw daytime. WNER Live Oak, Fla., was given permission to change from 1450 kc, 250 w, unlimited, to 1390 kc, 1 kw, daytime.

The Jasper stations said it had found that the greatest listening at night in its area was to network radio, or to tv. The Florida station said it needed more coverage during the day in order to serve its population.

Service Censors Cautioned Against Abuse of Powers

ARMY, Navy and Air Force news censors in the field were warned against abuse of their power to suppress information in a joint field manual issued last week by the Defense Dept.

The manual emphasized that censorship is "an impingement upon freedom of the press or freedom of speech" that is "accepted temporarily and reluctantly" so a war effort may be made more effective.

Censors were cautioned not to delete "so-called policy" material or that which might be embarrassing. The single test, the manual said, is: "Will this news aid the enemy in his war against us?"

The manual said that censors when in doubt should err on the side of security, but said questions of degree arise where possibly publication of information might do harm, but its good might outweigh this consideration.

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valley city • fargo

north dakota

custom engineered and stress-analyzed for wind conditions in your area

on-the-spot liaison by factory structural experts insures reliability of construction

high tensile, suspension bridge cables, factory pre-tested and proof-loaded minimize sagging or settling after installation

precision jigged welding of flanges to columns insures straight, untwisted towers

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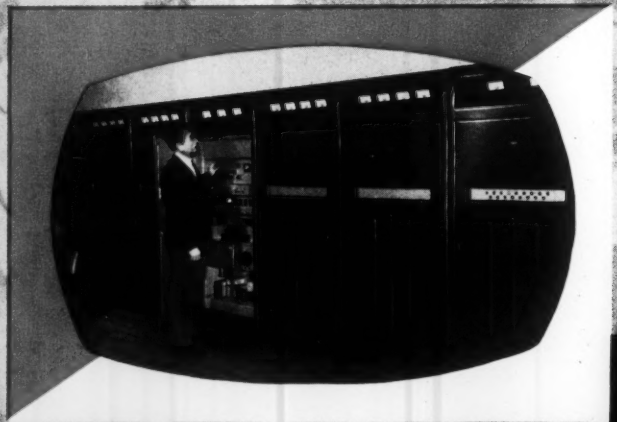
OXford 5-3782 • plant, Columbia, S. C.

DuMont

KXJB-TV, Valley City - Fargo, North Dakota, goes on the air with top equipment geared for top performance . . . Du Mont television transmitting equipment from Image Orthicon camera chains and the revolutionary Multi-Scanner through complete control equipment and high power transmitter.

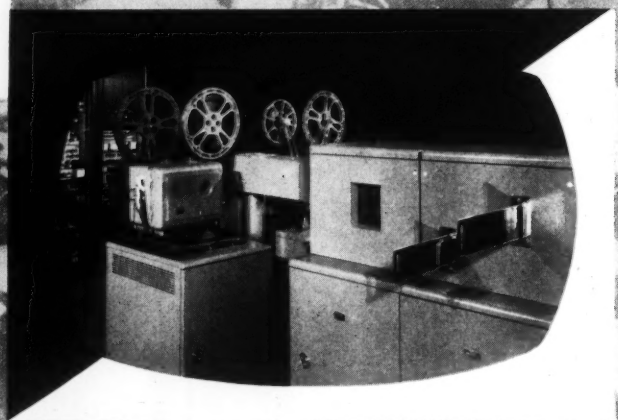
With an eye to the future, KXJB-TV chose DuMont equipment to assure lowest maintenance costs, operating costs, and preparedness for color television broadcasting.

market



Du Mont Series 9000 25 KW television transmitter installed at KXJB-TV includes the Du Mont color modification kit permitting inexpensive, simple conversion.

Du Mont Multi-Scanner, installed in KXJB-TV, Fargo studios, makes films become "live". Also excellent source of slide and opaque pickup. The most-wanted piece of television broadcasting gear today.



DU MONT®

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, NEW JERSEY

kxjb-tv

CHANNEL 4

VALLEY CITY · FARGO, NORTH DAKOTA

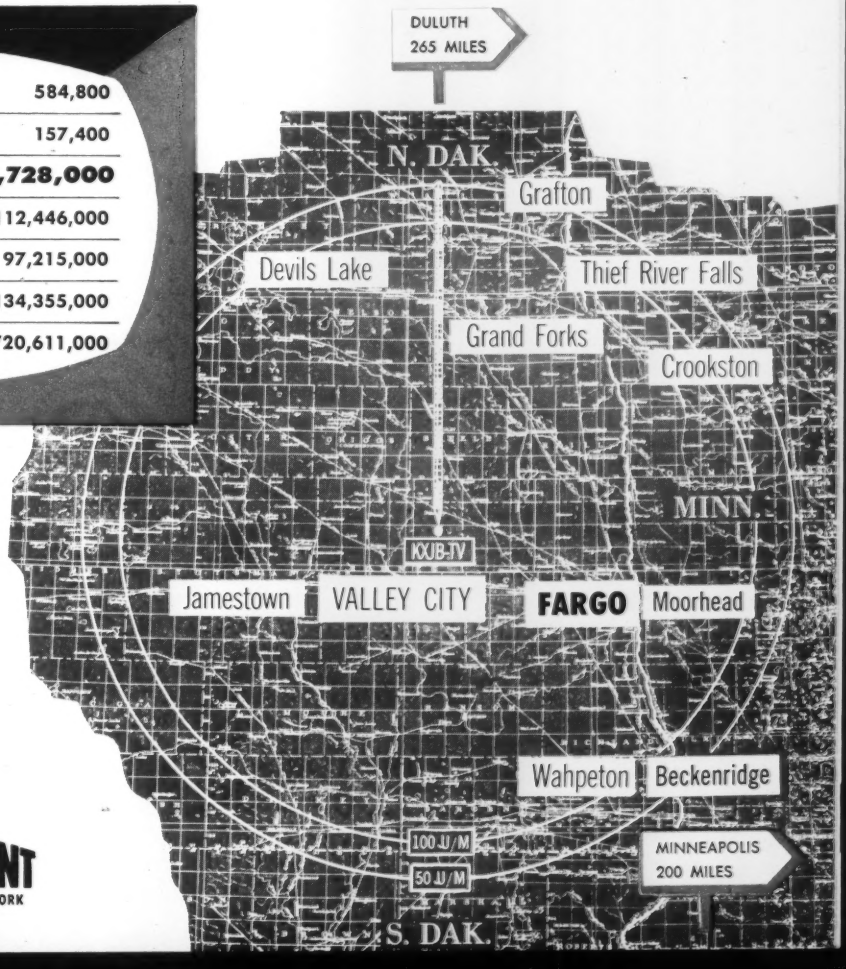
100,000 WATTS VIDEO • 57,000 WATTS AUDIO, E.R.P.
TOWER HEIGHT 1090 FEET ABOVE AVERAGE TERRAIN,
2495 FEET ABOVE SEA LEVEL

Here's market area history being made . . . 9 principal cities, rolled into a single sphere of buying power for the first time, with population exceeding the city of Buffalo, N. Y.!

For the first time, a single area medium that blankets 54% of all families in the state of North Dakota and then some. KXJB-TV can carry your sales message to one of the nation's *top spending* areas never before wrapped up in a single package. KXJB-TV assures saturation through its unequalled power and programming in this rich Red River Valley area.

makers

Population	584,800
Families	157,400
Retail sales	**$670,728,000**
Food stores	$112,446,000
General merchandise	$ 97,215,000
Automotive group	$134,355,000
Consumer spendable income	$720,611,000



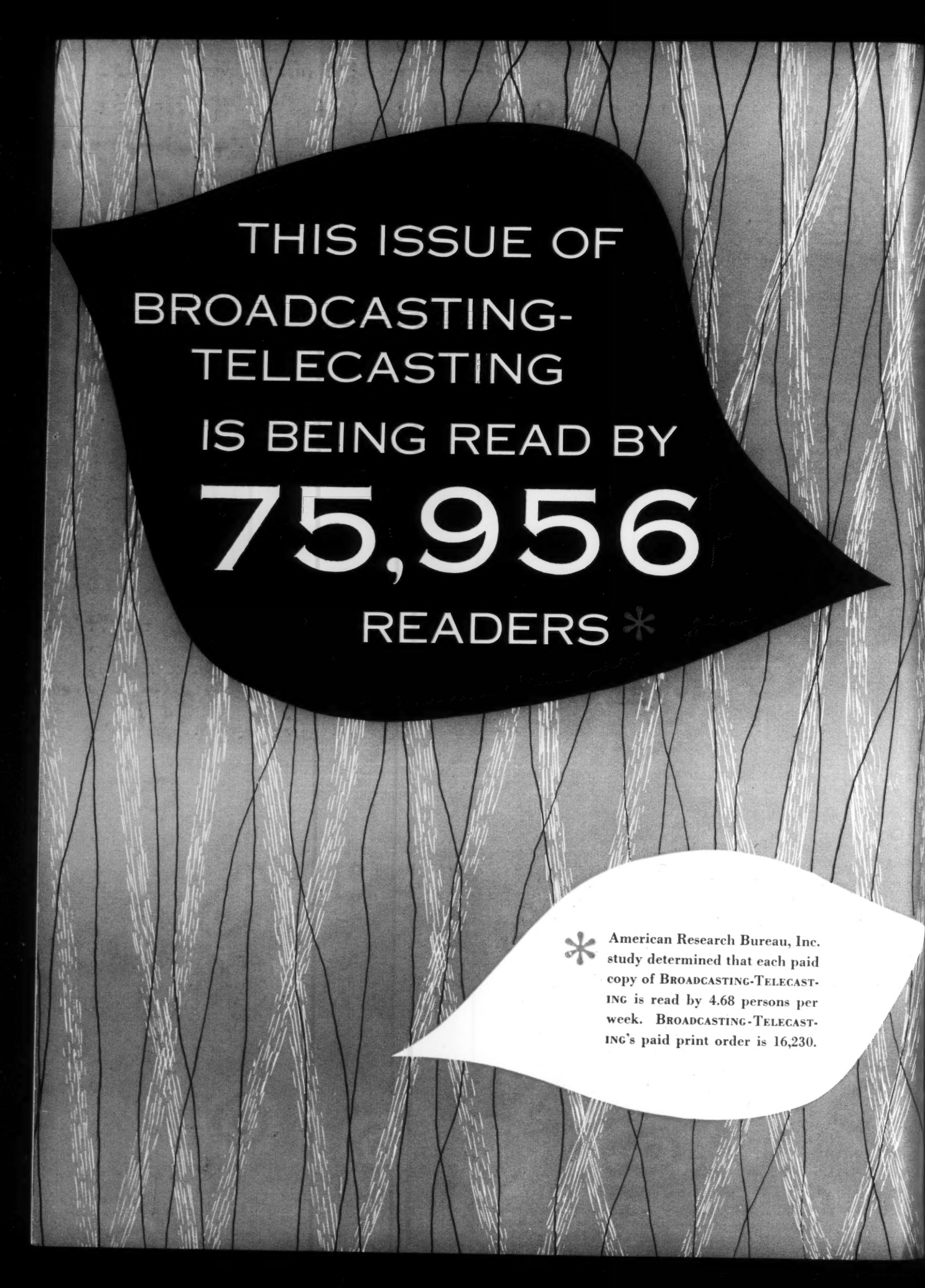
KXJB-TV

CHANNEL 4

Sales Office: North Dakota Broadcasting Co.,
West Front Street, Fargo, North Dakota

CBS primary affiliate DUMONT TELEVISION NETWORK

INTERCONNECTED


THIS ISSUE OF
BROADCASTING-
TELECASTING
IS BEING READ BY
75,956
READERS *
* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

FCC DEFENDS MULTIPLE OWNERSHIP RULES

Commission claims Communications Act gives it authority to limit number of stations anyone can own.

THE FCC is well within its rights in establishing a numerical limitation on the ownership of broadcast stations by one person or company, the Commission said last week in a reply brief filed with the U. S. Court of Appeals.

The Commission's brief was in answer to an attack on its multiple ownership rules—which limit to seven the number of am or fm stations, and to five (now seven) tv stations which may be owned by single entities—by Storer Broadcasting Co. [B•T, June 7, Jan. 25].

Storer challenged the legality of the Commission's multiple ownership numerical limitation by claiming that it is not supported by statutory authority, is based on an erroneous interpretation of the anti-monopoly laws, and is inconsistent with the requirement that the FCC must grant an application for a broadcast facility "if the public interest, convenience and necessity will be served."

The multiple ownership rule was made final by the FCC last year following a 1948 proposal that multiple ownership be weighted [B•T, Nov. 30, 1953]. Two weeks ago the Commission revised its tv limitations to permit the ownership of seven tv stations, provided no more than five are in the vhf band [B•T, Sept. 20].

The FCC held in its answer brief that the multiple ownership rules carry out Commission policy that "the public interest requires a maximum diversification of program and service viewpoints."

The Communications Act "clothes" the Commission with full authority to determine public interest, convenience and necessity, FCC said.

The multiple ownership rules provide "reasonable" standards of public interest, FCC said.

The rules do not purport to enforce the anti-trust laws, but implement the Commission's diversification policy, it stated.

The Commission referred to its long-standing policy regarding newspaper ownership as an example of its diversification activity.

". . . while the Commission has never deemed it necessary or desirable to bar newspapers as a class from radio station ownership," it said, "it has consistently favored applicants without newspaper connections in selecting among competing applicants. . . ."

In answer to charges that the multiple ownership limitation is "arbitrary," the Commission said that such restrictions on ownership have been in effect in fm and tv for 10 years, that they are another expression of Commission policy regarding undue concentration (like chain broadcast rules, individual decisions, newspaper ownership policy, duopoly regulation).

"The rules are the product not only of informed, but also of proven experience," the Commission concluded. "While limiting applicants to a single station might have carried out more fully the ideal of maximum diversification and encouragement of wide-spread entry into the field, it might also have impeded the fullest utilization of radio frequencies. For there might not have been enough qualified persons to develop an adequate nationwide system of broadcasting if each were limited to one station. . . ."

The New Limits

FOLLOWING is the new tv multiple ownership rule, authorized by FCC Sept. 17 [B•T, Sept. 20], effective Oct. 22:

Sec. 3.636(a)(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control: consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of area served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, no more than five of which may be in the vhf band.

Buffalo Denial Interprets New Multiple Owner Rules

A BASIC interpretation of the FCC's new multiple ownership rules was issued last week when the Commission denied petitions filed by WKBW Buffalo and Greater Erie Broadcasting Co. (WWOL), asking that the Buffalo ch. 7 issues be enlarged to inquire into the legal qualifications of Great Lakes Television Inc. All are applicants for ch. 8.

WKBW and Greater Erie claimed that Great Lakes is composed of four corporations and six individuals and that the stockholders, officers and directors of these companies, and the individuals in the aggregate own stock interests in eight am stations. This violates the FCC's multiple ownership rule, the two petitioners asserted, which limits ownership or control to seven am stations.

FCC, with Comr. Frieda B. Hennock dissenting and with Comrs. George E. Sterling and Robert T. Bartley not participating, refused to accept that interpretation. It claimed the rule refers to individual ownerships and not to combinations of individual stockholders.

Thus, it was explained, Great Lakes at present has no am interest. Some of its stockholders have interests in am stations, but none has interests in more than seven. The multiple ownership rule speaks of *"any* party or *any* of its stockholders, officers or directors," and, the Commission said in its order, "clearly indicates that the interests of each are to be considered separately rather than added together."

Should Great Lakes have owned a number of am stations, it was explained by FCC attorneys, these could have been added to the number held by each individual stockholder, officer or director, and if the total was more than seven, in each individual case, would have brought the company into conflict with the multiple ownership rules.

Earlier this year, the Commission held that Westinghouse Broadcasting Co. violated the tv multiple ownership rule because three of its parent company's directors held small interests in other tv stations. But the Commission said, Westinghouse cannot be charged with the aggregate ownership of all of its stockholders', officers' or directors' interests.

Great Lakes is a merger of *Buffalo Courier-Express* (WEBR), WPIT Pittsburgh, WKAL Rome-WKTV (TV) Utica, New York, and Cataract Theatre Corp., plus individuals.

COVER NORTH CAROLINA'S Rich, Growing "GOLDEN TRIANGLE"

WINSTON-SALEM
GREENSBORO
HIGH POINT

with WSJS TELEVISION CHANNEL 12

a 24-county market with Effective Buying Income of $1,543,515,000 (Sales Management 1954 Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected Television Affiliate

National Representative: The Headley-Reed Company

QUALITY GROUP AIMS FOR OCT. START

Ward Quaal formally elected president at Chicago meeting last Monday. Selection of a paid executive vice president is still to be made.

QUALITY Radio Group Inc., cooperative nighttime tape recorded programming lineup of top high-power stations, should be underway by Oct. 15, with its sights set on fall business ness commitments, based on interest shown by some agencies on behalf of their clients. Go-sign will be flashed with the appointment of an execu- under the leadership of Ward Quaal, Crosley Broadcasting Corp.

MR. QUAAL

The group still hopes to take advantage of fall busi- tive vice president by Oct. 15, Mr. Quaal said.

Groundwork for the appointment of such an executive to oversee the New York sales operation—and later his own staff, plus a Chicago branch office contingent—was formally laid at Chicago's Palmer House last Monday.

Identity of the prospective QRG Inc. member stations was not ascertained at last week's meeting, but it was understood that the stations' qualifications would undergo "additional screening and study" before they would be accepted into membership. Feeling, as expressed by one key director, was that QRG can afford "to be choosy" at this time.

In addition to the original station list of 24 members, announced during the earlier September meeting [B•T, Sept. 6] and definitely committed (the list actually was composed of 23 plus two share-time outlets, WFAA-WBAP Dallas-Ft. Worth), another has been added—KSL Salt Lake City.

Mr. Quaal's election to the president's post was formalized last Monday, along with the naming of William Wagner, WHO Des Moines, as secretary-treasurer, and W. H. Summerville, WWL New Orleans, as vice president.

Frank Schreiber, WGN Chicago, was named to head up the executive committee, comprising Jack DeWitt, WSM Nashville; Donald W. Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines, C. T. Lucy, WRVA Richmond, Va., and himself. It will be charged with formalizing the list of applicants for QRG. The executive group expects to meet sometime this week.

Mr. Quaal, along with the other two officers, will serve without compensation. The executive vice president to head up the New York office, who will be appointed by the 12-man board, together with his staff and any Chicago office appointees, will occupy paid positions.

Incorporating directors—QRG Inc. has been legalized as a corporation with filing of papers in Delaware—were elected at Monday's meeting for varying terms. These directors and their terms are:

Three year terms—Chris Witting, Westinghouse Broadcasting Co. (KEX Portland, Ore.; KDKA Pittsburgh, WBZ-WBZA Boston-Springfield but excluding KYW Philadelphia and WOWO Fort Wayne); and Messrs. Quaal, DeWitt and Evans.

Two-year terms—James Gaines, WOAI San Antonio, and Messrs. Summerville, Schreiber and Thornburgh.

One-year terms—J. Leonard Reinsch, Cox Stations (WSB Atlanta); Charles H. Crutchfield, WBT Charlotte; Frank Fogarty, WOW Omaha, and Mr. Lucy. (Mr. Reinsch is the 12th board member to be selected.).

Messrs. Witting and Crutchfield, along with Jack Harris, KPRC Houston, were absent from Monday's meeting. Joseph Baudino represented Westinghouse Broadcasting Co.

$2 Million Earmarked To Start L. A. Project

TOTAL of $2 million is earmarked for the initial development of a 10-acre studio site on Sunset Blvd. which will house KTLA (TV) Hollywood and Paramount Television Productions Inc., according to Klaus Landsberg, Paramount Tv vice president and station general manager. Cost is exclusive of the $850,000 purchase price which Paramount Pictures paid for the old Warner Bros. Studios last year [B•T, Dec. 28, 1953].

Remodeling starts Nov. 1 under the supervision of the architectural and engineering firm of Pereiera and Luckman with the control booths being designed to handle both color and black-and-white equipment.

Mr. Landsberg himself has devised many engineering innovations to be included in the new studios. Among these, it is reported, is a "Peripheral type batten lighting system" in which less bats can be used by placing them in squares instead of utilizing the parallel system.

Three studios, covering 10,000 square feet each, two of which will serve theatre audiences, are part of the initial project. Representative of the "maximum flexibility" to be carried out in the new facilities is that the three studios can be opened into each other to create studio shooting space of either 10, 20 or 30 thousand square feet.

Largest building, facing Sunset Blvd., will house the general and executive office in 30,000 square feet of space. Production and engineering offices and staging facilities as well as the dressing rooms will be set up in a separate building. Over 40,000 square feet in an adjacent building has been alloted for prop and set storage.

Studio plans also include a special projection and viewing theatre for the advertiser; complete cafeteria and kitchen facilities; air-conditioning throughout the studios, sound stages and control rooms; plus full facilities for both color and black-and-white telecasting, Mr. Landsberg revealed.

New WWJ-TV Tower, Plant Set for Operation Oct. 1

WWJ-TV Detroit on Oct. 1 will begin operating with its new 1,063½-ft. tower, "the tallest man-made structure in Michigan," and a 97.7 kw transmitter, the station has reported. Clear reception will be available to viewers within a 100-mile radius, according to E. J. Love, general engineering manager.

The new tower was designed and manufactured by the Blaw-Knox Co. and weighs 265 tons. The lower 30 feet of the tower tapers to a pivoted base which ultimately rests in a concrete pyramid weighing 183,000 pounds. The tower is equipped with a manlift that can be stopped at any level in its ascent or descent.

Just How Much-

PROGRESS HAS CHANNEL 11 MADE IN THE FIRST TEN MONTHS?

OCTOBER, 1953
ARB rating showed that Channel 11 was rated first or second in the market
9% OF THE TIME

HERE'S THE ANSWER!

JULY, 1954
ARB ratings showed that Channel 11 is rated first or second in the market
65% OF THE TIME

HERE'S THE ANSWER!

IN ADDITION
In the daytime the JULY ARB rates Channel 11 first or second in the market
76% OF THE TIME

ABC STATION

Based on Oct. '53 and July '54 ARB Ratings

WTCN-TV *channel* **11**

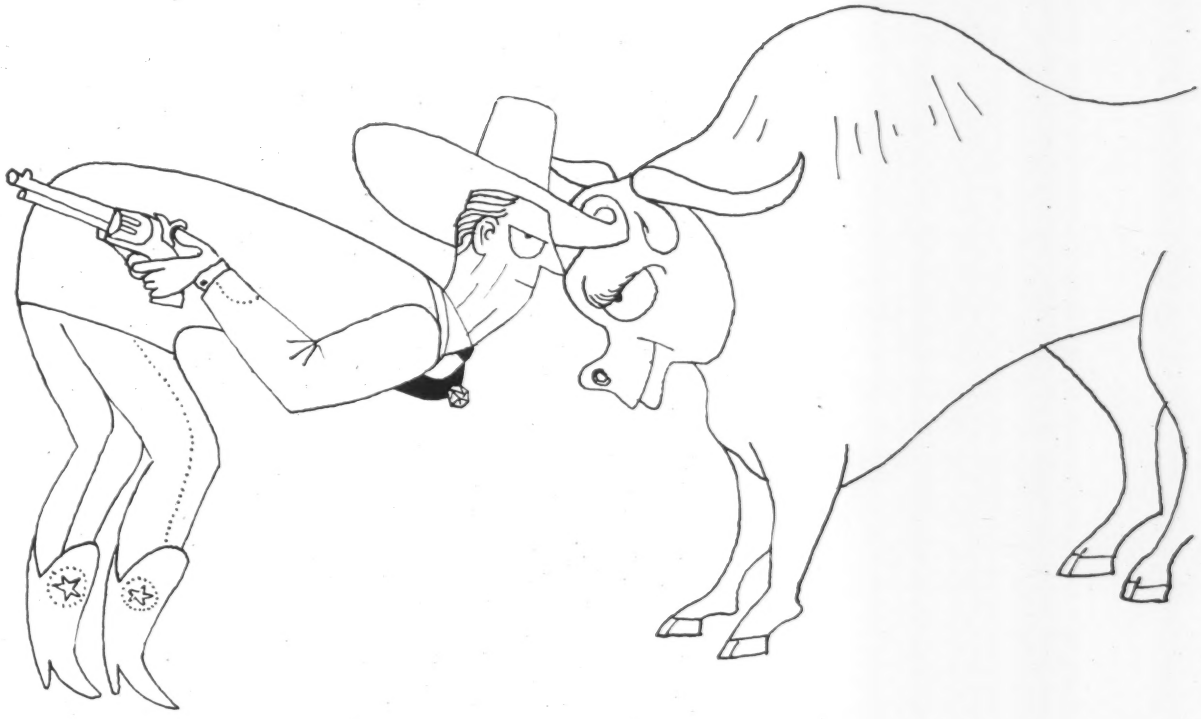
MINNEAPOLIS - ST. PAUL

316,000 WATTS FULL POWER

NATIONAL REPRESENTATIVES—BLAIR-TV, INC.

NEVER SHOOT THE BULL

when he can be cowed



Riding past his neighbor's ranch house, a Texan noticed a fierce-looking bull loose in the yard; out back, a girl was milking a cow. Before the Texan could make a move, the beast spied the girl, lowered his head and charged. The Texan shouted a warning. The girl glanced up, waved, but continued milking. The bull skidded to a halt ten feet from the cow and pawed the ground. Again the Texan yelled. Again the girl looked, smiled, and continued her chore.

Our hero was considering a dramatic rescue when the bull gave a final snort and lumbered off.

The Texan ran back to the girl. "Why didn't you get out of the way? That bull might of killed you!"

The girl glanced up and smiled. "Thanks, but I reckoned all along he wouldn't dare come near me."

"Wouldn't *dare*? Why not?"

"Because of Bessie," said the girl, patting the cow's flank.

"What's the old cow got to do with it?" asked the astonished Texan.

"She's his mother-in-law."

A few researchers—like the bull—are easily cowed. Mention Panhandle, and they think of wide open prairie. Sure we're wide open, but so's KGNC's coverage: 54 counties in Texas, *plus* 24 counties in New Mexico, Kansas, Oklahoma and Colorado. (KGNC-TV's signal reaches 30 counties with a population of 400,000.) Amarillo's trading area yields oil, crops and livestock to such a wide open extent we're *13th* in the nation in per capita income. And we're *1st in the nation —again—in per family retail sales.*

For availabilities, am and tv, see The Katz Agency.

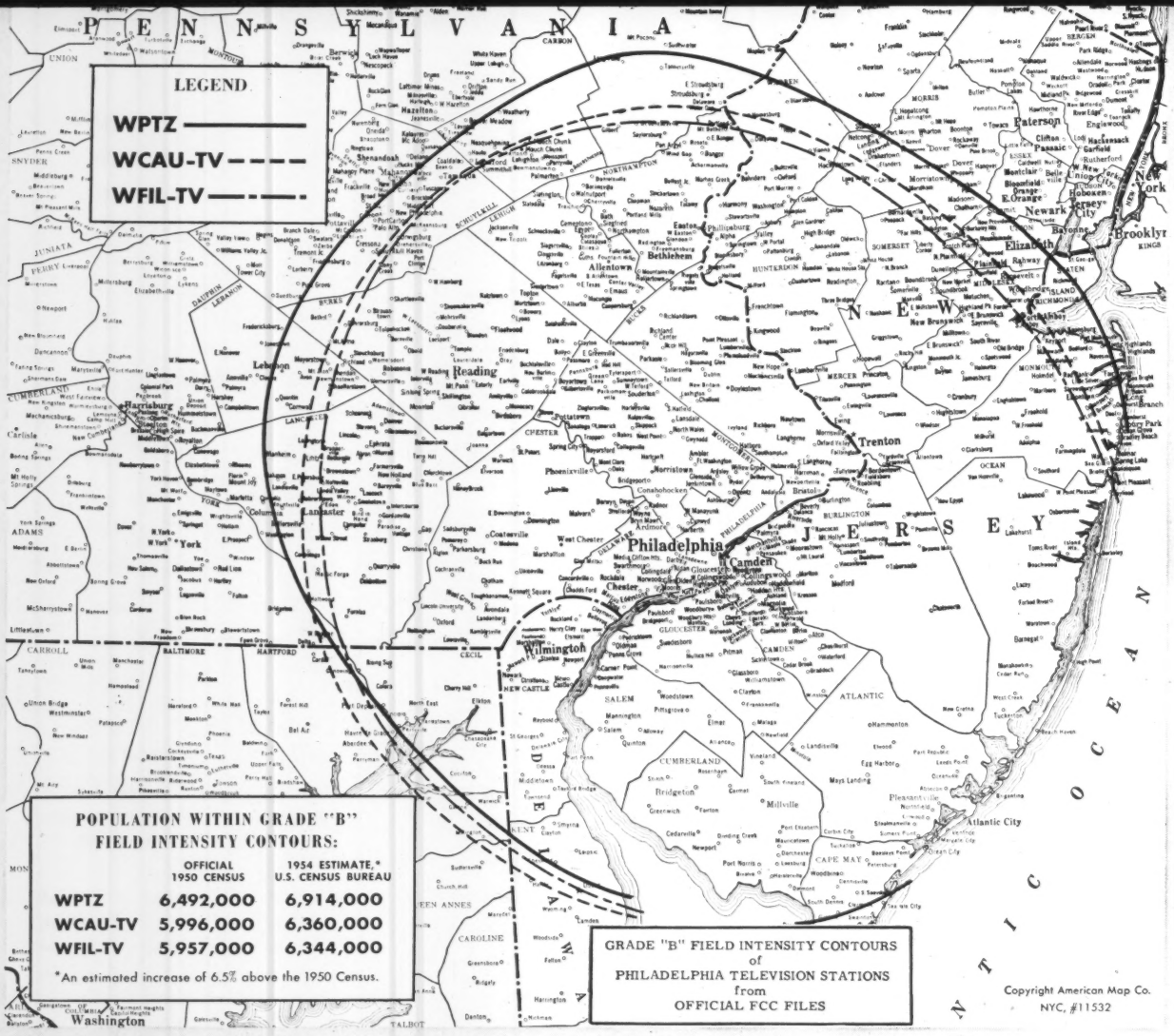
NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

WPTZ Still delivers

picture to more people

any other station in



a clearer, stronger over a wider area than Pennsylvania

It's an engineering fact:

In TV-as in radio-
the lower the
channel number
the greater
the coverage
...the better
the reception

WPTZ

MAXIMUM POWER

PHILADELPHIA

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • **KYW**, *Philadelphia;* **WBZ-WBZA** • **WBZ-TV**, *Boston;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.

BLAIR'S NEW PLAN OFFERS MINUTE SPOTS ON CLIENT STATIONS IN SINGLE PACKAGE

'National Saturation Group' idea gives 24 one-minute announcements a week on 45 stations at gross cost of less than $16,000.

A NEW sales plan offering national advertisers 24 one-minute announcements a week on 45 radio stations across the nation at a gross weekly cost of $15,582 was announced last week by John Blair & Co., whose client stations are participants in the plan.

Officials of the radio representation company, outlining details of the "National Saturation Group" plan at a news luncheon Thursday in New York, said it offers advertisers some 28,160,450 listener impressions at a cost of 49 cents per thousand per week. Use of the plan already is being considered by three advertisers to whom it has been previewed, they reported.

A special feature which Blair officials described as unique is that it involves "only one order, one bill, one affidavit." A single order to the Blair company is sufficient to buy the plan on all 45 stations and the Blair firm in turn will provide the agency with a single bill covering all broadcasting each month, plus a consolidated affidavit for all stations.

John Blair, head of the representation company, said in response to questions that he did not think the NSG plan would necessarily supersede networks in the long run, but that he did feel that radio's greatest effectiveness today is at the local level, which is the program area where NSG will operate, and that the answer for networks depends to a great extent on "how good the networks really are." He expressed the view that networks today seek to "do things" that stations can do better and more proficiently for themselves.

Robert E. Eastman, executive vice president of the Blair company, noted that while the gross cost of 24 participations on the 45 stations would be $15,582 for a single week, the discount structure brings the cost down to $15,150 a week on 13-week contracts, $14,721 weekly on 26-week contracts, and $13,940 a week for 52 weeks' use. Bought separately, 24 announcements on the stations would cost $26,342, it was noted.

Using A. C. Nielsen Co. research conducted for BAB as a basis, Blair calculated that the 45 NSG stations, with 24 participations weekly on each outlet, could deliver a weekly rating exceeding 43.0. "When spot radio can document a rating of 43.0," Mr. Eastman said, "this is something for the industry to get excited about."

Blair emphasized the importance of local programming, into which advertisers' messages under the NSG plan will be inserted (four times a day, six days a week).

Further, the presentation asserted, the 45 stations have a total coverage of more than 75 million population.

The NSG "24 plan" was described as "almost coincidental" with the Quality Radio Group's new method of selling radio, which Blair officials said they regard as another "good" development in the field of radio sales.

Although the NSG plan anticipates that advertisers utilizing it will buy all 45 markets involved, authorities indicated that national sponsors who lack distribution in one or two of the areas may take advantage of the plan without being penalized.

Witting Terms WBC Largest Independent

WESTINGHOUSE Broadcasting Co., which with the acquisition of KPIX (TV) San Francisco operates radio-tv properties in six major markets, "is the largest independent in U. S. broadcasting and it is our intention to grow bigger."

This look at the present and future of Westinghouse broadcast operations was given by WBC President Chris J. Witting at a dinner held a fortnight ago at the Hotel Fairmont, San Francisco, by Walter J. Maythan, Pacific Coast vice president of Westinghouse Electric Co., marking the company's addition of KPIX.

In his talk, Mr. Witting emphasized that Westinghouse has attempted to retain the local "autonomy" of its radio and tv stations.

Mr. Witting explained that by "bigger" he was referring to Westinghouse's applications pending before FCC for tv stations in Portland, Ore., and Pittsburgh. Westinghouse owns and operates WBZ-AM-FM-TV Boston; KYW and WPTZ (TV) Philadelphia; KPIX; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; WOWO Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. [While Mr. Witting claims WBC is the "largest independent" in the broadcast field, Storer Broadcasting Co. also bids for that position. SBC owns and operates WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; WBRC-AM-TV Birmingham; KGBS-AM-TV San Antonio; WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami. Purchase of Empire Coil Co. and its two stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., as well as sale of KGBS-AM-TV by Storer are awaiting FCC approval.]

Country Music Success

COUNTRY music gets a big boost on WKLO Louisville these days and folk tunes give WKLO a big boost, too. In fact, when Jimmie Osborne, WKLO country music star and King recording artist, opened his own music shop the other day, some 3,800 fans jammed the store and street for the opening. Jimmie's store, which sells nothing but country music, is origination point for his daily broadcast.

WLIB to Carry 'Series' In Spanish; Gillette Buys

PUERTO RICAN population in New York city and area, estimated at some 500,000 out of a total 800,000 Spanish speaking people, is to have the baseball it loves and in the language it best understands, WLIB New York reports.

The station has announced signing a contract with Gillette Safety Razor, which also sponsors the World Series on network radio, for play-by-play broadcasts of the games in Spanish. The station claims its largest audience to be of Puerto Ricans.

WLIB, which placed the account through McCann-Erickson, agency for Gillette's International Division, says the broadcasts, starting Wednesday, will be the first of their kind in the U. S. Sponsorship by Gillette also fits into the firm's current extensive campaign for its products among the Puerto Rican population.

Buck Canel, sportscaster, who handles *Game of the Day* in Spanish, will announce the WLIB Series broadcasts.

WDSU-TV Purchases Building Exclusively for Color Tv

PURCHASE of a building behind the present WDSU-TV New Orleans studios for local color-casting operations has been announced by Robert D. Swezey, executive vice president and general manager of WDSU Broadcasting Corp.

The new studio, comprising 11,500 sq. ft. of floor space, will be used for color telecasts only and, according to the station, is the first tv studio in that section of the country built exclusively for color telecasting. Alterations of the building's interior are scheduled for completion within the next two months.

Sierra Withdraws Plan To Buy KCOK-KVVG (TV)

WITH withdrawal of Sierra Broadcasting System Inc. from an agreement with Sheldon Anderson to buy KCOK and KVVG (TV) Tulare, Calif., for $175,000, both stations remain under the ownership of Mr. Anderson.

Los Angeles Municipal Judge Byron Walters, part owner of Sierra Broadcasting, said the break in the agreement was caused by the failure of Mr. Anderson to comply with contract terms.

The FCC authorized the purchase of the San Joaquin Valley stations last month [B•T, Aug. 16]. KCOK operates on 1270 kc with 1 kw. It is an MBS and Don Lee affiliate. KVVG, on ch. 27, began Nov. 16, 1953.

WKMF Flint

Only Exclusive disc jockey radio station in Flint

BIG part of the BIG Michigan Market

Here's Selling Power!

WKMF is Flint's most popular radio station . . . proven by a local impartial survey. Flint's only 24 hour 'round the clock music-news station with top radio personalities, including Flint's No. 1 disc jock, Jim Rockwell and two others in the top bracket. Here is area saturation for your sales message in the billion dollar Flint market. Here is the way to increased profits for you in 1954. And remember! WKMF is in the Michigan Golden Triangle . . . the 6 billion dollar market that's ripe for the picking.

WKMH—WKHM—WKMF . . . package buy of these 3 strategically located Michigan stations offers you maximum coverage at minimum cost.

WKMF Flint

WKHM JACKSON 1000 WATTS

WKMH DEARBORN—5000 WATTS 1000 WATTS—NIGHTS

MICHIGAN — 1000 WATTS

Represented by **Headley-Reed**

The "Sellingest" Station in Flint

MAJORS FACE SUIT ON TV 'INVASION'

A MULTI-MILLION dollar suit against the major leagues for invasion of minor league territory through television broadcasts is being launched by Frank D. Lawrence, owner of the Portsmouth (Va.) club of the Piedmont League, it was reported last week.

Defendants of the suit will be Baseball Comr. Ford Frick and the 16 major league organizations, Mr. Lawrence said, adding, "I have contacted 83 independent baseball owners and a majority are with me."

Disclosure of the planned suit confirmed earlier reports that a suit would be filed, but Mr. Lawrence refused to pinpoint the exact amount of damages to be demanded. One report set the figure at $50 million.

A spokesman for Mr. Frick said Mr. Frick would have "no comment" at the present time. He said that Mr. Frick would not issue a statement until legal papers are served followed by studies.

Walter O'Malley, president of the Brooklyn Dodgers, declined to comment on this development last Thursday when he spoke before a meeting of the Sports Broadcasters Assn. in New York. He expressed the belief, however, that television "is not the monster a lot of people think it is."

Mr. O'Malley noted that attendance in several minor league cities where there is no television also has slipped. He acknowledged that the plight of minor league baseball is "serious" and said that consideration is being given to their problem by the nine-man committee studying major-minor league baseball relations.

One phase of the radio-television baseball picture that must be cleared up before headway can be made, Mr. O'Malley indicated, is to obtain from the FCC and the Dept. of Justice "exactly what baseball can or cannot do." He pointed out that suits are pending against major league baseball for not permitting broadcasts or telecasts, and on the other hand, a suit is contemplated for permitting these radio-tv activities.

WBC Summer Radio Sales Up 51% over 1953—Campbell

"GIVE radio the selling effort it deserves and it will soon be as profitable as it was 10 years ago," Eldon Campbell, Westinghouse Broadcasting Co. national sales manager, declared in announcing an average 51% local sales increase over 1953 for the five WBC radio stations during the June-July-August period.

Mr. Campbell said, ". . . The tradition of the summer slump in broadcasting or in almost any other business—is just an excuse for needless vacation time let-down."

Individual WBC radio station increases for the 1954 June-July-August period were: KYW Philadelphia, 79%; KDKA Pittsburgh, 74%; WBZ-WBZA Boston-Springfield, 59%; WOWO Ft. Wayne, 25%, and KEX Portland, Ore., 18%.

REPRESENTATIVE APPOINTMENTS

WBMS Boston appoints Indies Sales Inc., N. Y.

KGA Spokane, Wash., appoints Venard, Rintoul & McConnell Inc., N. Y.

WDVA Danville, Va., appoints Robert S. Keller Inc., N. Y.

Studio-in-One

THE PROPER approach to a green is not through the window of a television station adjoining the golf course. That bit of advice was given to a distraught golfer by WMTW (TV) Poland, Me., after the fellow had overestimated the distance and/or underestimated his power and drove a ball into the station's studio, located on the third floor of Riccar Inn. WMTW and RCA engineers, checking equipment, ducked when they heard the crash, fearing an explosion of some sort had occurred. The following day, a wire mesh screen was installed to keep future long-ball hitters in bounds.

Clem Randau, 59, Dies; Was Former Broadcaster

CLEM J. RANDAU,, broadcaster-publisher, died last week at Litchfield, Conn., where he owned the weekly *Litchfield Inquirer*. Verdict as to the cause of death was delayed because the medical examiner was out of town, Litchfield Police Dept. said. Inquest will be held. It has been reported that he suffered a mild stroke some weeks ago with death believed resulting from an overdose of sleeping pills.

MR. RANDAU

Mr. Randau, 59, was a former owner of KXOB Stockton, Calif., which he bought in 1952 for $258,000 on installments and sold a year later for a nominal price. He once held minority interests in WNEW New York and KFBI Wichita, Kan. He was vice president of the United Press from 1936 to 1942 at which time he was appointed business manager of Marshall Field's old *Chicago Sun*. He later became vice president of Field Enterprises Inc. which owned WJJD-WFMF (FM) Chicago, KOIN-AM-FM Portland, Ore., and KJR Seattle. From January 1951 to May 1952 he was with the Civil Defense Administration and served as executive director. He purchased the *Litchfield Inquirer* last May.

Mr. Randau was a native of Ames, Iowa, and graduated from Stanford U. He also studied at the Sorbonne in Paris.

He is survived by his wife, Beatrice, and two sons, John A. and Paul C.

Barrett Leaves KRBC-AM-TV, Ackers Succeeds as Gen. Mgr.

HOWARD BARRETT, general manager of KRBC-AM-TV Abilene, Tex., has resigned to devote his attention to other business interests. Mr. Barrett will be succeeded by Dale Ackers, president-25% stockholder of Reporter Broadcasting Co., KRBC-AM-TV licensee.

Mr. Barrett will not be entirely disconnected with the broadcasting industry, however, as he has 20% interest in KBST Big Spring, Tex.

WHLI "THE VOICE OF LONG ISLAND"

NASSAU COUNTY
the heart of Long Island
★ ★ ★
POPULATION .... just topped
1,000,000 people
★ ★ ★

WHLI *has a larger daytime audience in the Major Long Island Market than any other station.* (Conlan)

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
PAUL GODOFSKY, *Pres.*
the voice of long island
Represented by Rambeau

how big is a SPOT ●

A spot is only as *big* as the words and sounds that make it . . . as far as radio and television go.

A twenty-second "exclamation point" can send hundreds of people scurrying into stores in either Dubuque or Delray.

One minute—on radio or tv—(when skillfully handled)—can fasten the attention of thousands of potential customers who have dollars to spend and desires to fulfill.

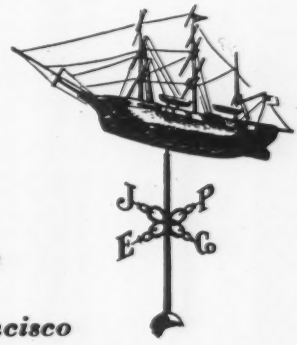
Radio and TV will *make* them go where you want them to go; they'll buy what you *tell* and *show* them what to buy, who from, when and why.

That's radio and tv. That's spot. That's the power of the most powerful medias of our time speared expertly into the homes of millions of listeners through stations represented by The John E. Pearson Co. throughout the U. S.

You see, Pearson people are pros; they know how the wind blows. They know markets as intimately as you know your favorite shaving brush or Mom knows the kitchen shelf.

A Pearson man literally *lives* with his stations and clients. Yes, he totes the latest charts and ratings and so forth, but the greatest things he carries are imagination and know-how. He knows his people, the rolling hills, the little towns, the big cities—the places from which sales flow. He's a Pearson man. He's a down-to-roots man.

Like to get down to *earth* with the Pearson people? They're solid.



. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco

STATION PEOPLE

Les Ware, formerly vice president and general manager, KXLW St. Louis, to KCKT-TV Great Bend, Kan., as manager, vice president and board of directors member.

Vernon Stedry, formerly sales manager, WJAG Norfolk, Neb., to KOWB Laramie, Wyo., as general manager.

MR. STEDRY

George R. Turpin, former co-owner and general manager, KEYY Provo, Utah, to KGEM Boise, Idaho, as general manager; **Athen Mendenhall,** formerly with KDYL-KTVT (TV) Salt Lake City, to KGEM as program director-assistant manager; **Ron Bailie,** disc m.c., KEYY, to KGEM in same capacity.

Charles Metcalf, program director and news director, WKIC Hazard, Ky., appointed manager, succeeding **Dick Goodlette,** who moves to WNOG Naples, Fla., as manager; **Norma J. Strong** promoted to program director; **Clara Peters** becomes traffic manager; **Bob Mansfield,** sales manager and sports director, adds duties as assistant manager.

Jerry Burns, general manager, KIVA (TV) Yuma, Ariz., announces resignation with future plans to be announced shortly.

Arnold B. Fort, formerly with sales staff, WMAL-TV Washington, to WTTG (TV) there as account executive.

Ted Carlsen, formerly with John Poole Broadcasting Co., Fresno, Calif., to KSFO San Francisco as account executive.

H. H. Robbie and **Marvin Modell** to WKBS Mineola, N. Y., as account executives; **Dave Potts,** NBC, to WKBS as announcer; **Frank Costa,** Armed Forces Radio Service, to station.

Oliver Thornburg, news announcer, WMBR Jacksonville, Fla., appointed local account executive; **Roger A. Langston,** sales promotion manager, WMBR, additionally appointed director of supermarketing; **Tom Harper,** account executive, WMBR, to announcing staff, WMBR-TV; **Mary Meltz** to sales staff WMBR-AM-TV; **Doree Crews** and **Vic Gaston,** vocalists, to WMBR-TV.

Richard O'Leary, account executive, KTTV (TV) Hollywood, to KCOP (TV) there in similar capacity; **George Fisher,** motion picture and entertainment reporter, CBS Hollywood, to KCOP as host, *Let's Go Hollywood* program.

Eugene Muriaty, recently released from U. S. Navy, to WBZ-TV Boston as advertising and sales promotion manager.

MR. MURIATY

Alfred E. Burk, local sales manager, WBAL Baltimore, promoted to sales manager; **Al Ross,** disc m.c., WBAL, appointed supervisor of music.

Alan Henry, sales promotion manager, WGTH Hartford, to KWWL Waterloo, Iowa, as sales manager.

Pete Allen, formerly sales representative, WWJ Detroit, to WXYZ-TV there in that capacity; **Edwin R. Huse,** sales representative, WKMH Detroit, to WXYZ in similar capacity; **Jack Huford,** night supervisor, WXYZ-TV, promoted to operations manager; **John Lee** to WXYZ-TV as studio manager.

Ed Galloway, program director, WIL St. Louis, to WIRE Indianapolis, as program manager.

KARK-TV's Scoop Earns Widespread Praise

ON-THE-SPOT coverage of the Sept. 15 shooting of a mental patient who had escaped from the Arkansas State Hospital by two cameramen from KARK-TV Little Rock earned that station and its newsmen international recognition for reporting.

Going to a private residence where the escaped inmate, armed with a .22 rifle was holding a housewife captive, KARK-TV's Louis Oberste Jr. and Chris Button took up a station in the front line of policemen that surrounded the house. The still below, taken from the filmed sequence, caught the dramatic climax to the news story.

In addition to the KARK-TV telecast, NBC Television News ordered the entire footage for its *Today* program and CBS requested the film. Still photos from the film were distributed internationally by AP and appeared in many magazines.

Wide World Photo from tv film shot by KARK-TV cameramen Chris Button and Louis Oberste.

ABOVE: Escapee J. H. Long (center, with rifle), staggers as he crumples to the ground after being shot five times by Gene Smith (r), off-duty policeman. Mrs. A. D. Lynn (l), who was held captive by Long for more than an hour in her home, had just spun away from the hunted inmate at the front door, giving patrolman Smith, a neighbor, a chance to fire.

RIGHT: Louis Oberste Jr. (r) and Chris Button. Both newsmen used Bell & Howell cameras. Mr. Button used a tele-photo lens, while Mr. Oberste used an ordinary lens for wider scope.

Let the leader do the job!

For 30 years, the entire Western Market of 302 counties in 12 states has relied upon KOA as its main source of news, information and entertainment.

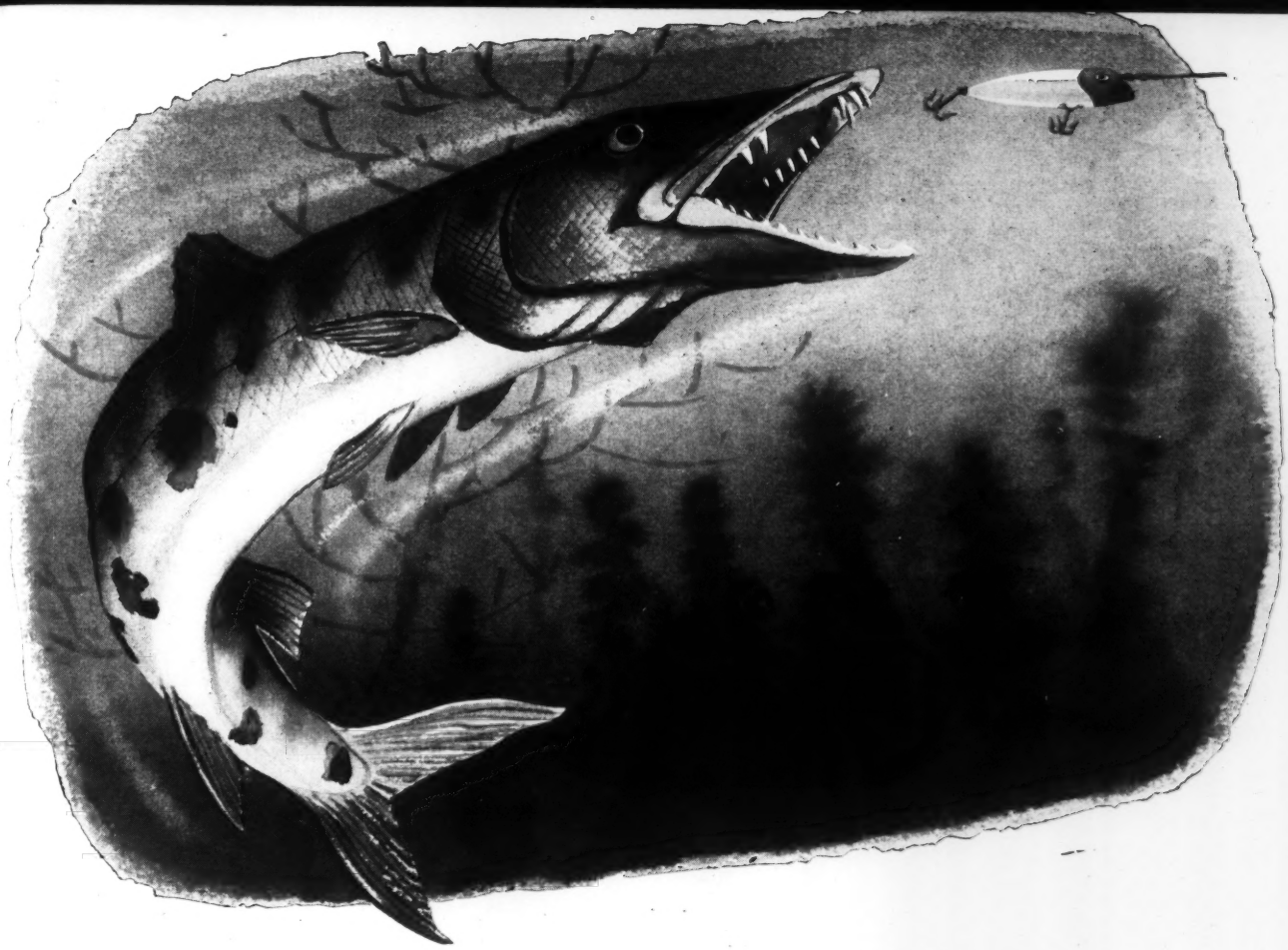
This length of service, unmatched coverage and program excellence has enabled KOA to consistently maintain its dominance. It is the "single station network." KOA covers the West . . . best!

Advertisers! To get more for your advertising dollar, you *can't afford* to miss the Western Market of 3,644,400 people and over $5 billion buying income! Sell this entire market with KOA's 50,000-Watt dominance.

Write today for the September KOA Western Market folder, detailing the latest facts and figures on population, income and sales in the Western Market.

KOA DENVER
Covers The West... Best!

Call Petry
850 Kc
50,000 Watts



YOU MIGHT GET A 103-LB. BARRACUDA —*

BUT . . . YOU NEED WJEF RADIO TO LAND SALES IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

WJEF gets the biggest share of the Metropolitan Grand Rapids radio audience, *morning, afternoon and night.* Latest Conlan figures show that of the area's 116,870 radio homes, WJEF delivers:

12.6% more morning listeners than the next station—
25.2% more afternoon listeners—
9.6% more evening listeners!

What's more, WJEF costs less than the next station. On a 52-time basis, a daytime quarter-hour will run you less than 25¢ per thousand radio homes!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** C. E. Benet caught one this size in the Bahamas, in 1932.*

Joseph A. Jenkins, formerly with NBC, N. Y., to WTVN-TV Columbus, Ohio, as program director.

Tom Abbott, formerly program director-producer, WJMR-TV New Orleans, to WNOE there as program director, succeeding **Robert Walker,** whose plans are to be announced in near future.

Bob Hamilton, announcer, WNNJ Newton, N. J., appointed program director; **Dick Thomas** appointed chief announcer; **John Bennett,** formerly with WGBB Freeport, L. I., N. Y., to announcing staff, WNNJ.

Tony Glenn, producer-director, KROD-TV El Paso, Tex., to WUSN-TV Charleston, S. C., as assistant program director and production manager; **Harry R. Patton,** WCHS-TV Charleston, W. Va., to WUSN-TV as film director; **Art Brock,** WVEC-TV Hampton, Va., and **Jeff Evans,** KPIX (TV) San Francisco, to station as announcers-directors; **Danny Lear,** KOOL-TV Phoenix, Ariz., to station as cameraman-director; **Joanne Mills,** Oklahoma U. graduate, to *At Home Show* of station; **Virginia Bolton,** Artistic Card Co., Elmira, N. Y., to station as staff artist; **Dixie Cawley,** "Miss Fashion Plate of 1950," to station as talent.

Dan Durniak, formerly assistant production manager, WTAR-TV Norfolk, Va., appointed production operations manager, WJNO-TV Palm Beach, Fla.

Gerald Marens, WEWS (TV) Cleveland, Ohio, to educational KQED (TV) San Francisco as production manager. **Robert Katz,** director of film workshop, California School of Fine Arts, San Francisco, to station as film director.

WANT THE WOMAN'S EAR IN ROCHESTER ? ? ? ?

MR. HOOPER GIVES YOU THE ANSWER:-

Hooperatings—July 1954

DAYTIME SHARE OF AUDIENCE:-

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MONDAY THRU FRIDAY 8 A.M.—12 NOON	41.7	19.4	18.5	17.6	1.9	0.9
MONDAY THRU FRIDAY 12 NOON—6 P.M.	36.9	19.9	24.4	8.0	5.7	2.8

And it goes without saying that WHEC is practically unchallenged in presentation of the top daytime shows. Latest Pulse survey confirms above Hooperatings,—in fact, WHEC has lead consistently the Rochester radio field ever since the first Hooperatings were made in Rochester way back in 1943 . . .

Right now we can offer you some fine adjacencies,—also some good participations. If you *want* the woman's ear in Rochester you *want* WHEC!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

John Henry, sales staff, KOA-TV Denver, to KCSJ-AM-TV Pueblo, Colo., as sales manager.

Brent H. Kirk, promotion and public relations director, *Washington Post & Times-Herald,* Washington, D. C., to KUTV (TV) Salt Lake City as sales director; **Milo J. Petersen,** vice president and general manager, KGEM Boise, Idaho, and **E. J. Drucker,** formerly sales manager, KDYL Salt Lake City, to KUTV as account executives; **Rodney C. Parkin,** Utah U. marketing graduate, and **Margery Carleson,** CBS, N. Y., to promotion, merchandising and market research dept. of station.

MR. KIRK

Glenn Nickell, formerly manager, KFIR North Bend, Ore., to KVAL-TV Eugene, Ore., as commercial manager.

Jon Holiday, announcer, KTHS Little Rock, Ark., promoted to night news editor.

Nelson McIninch, agriculture director, KFI L. A., to KNX Hollywood in similar capacity.

Mary Jo Kunches, assistant traffic operations manager, WBBM-TV Chicago, appointed assistant educational director, WBBM; **Jack Boswell** returns to sales staff, WBBM, after being in business for himself since 1951.

Carolyn von Adelung, formerly with *Honolulu Star-Bulletin,* and **Katherine B. Edmonston,** formerly with KHON Honolulu, to KGMB-AM-TV Honolulu as radio copywriter and tv copywriter, respectively; **Robert Kato,** engineer, formerly with KHON, to KGMB-TV in same capacity.

Murray Wissman, promotion and publicity manager, *Tv Guide* magazine, L. A. to KABC-TV Hollywood as publicist.

Harker Spensley, KLZ Denver, to sales staff, KOA there.

Frank S. Forsythe, formerly with Point of Purchase Adv., Pittsburgh, to sales staff, WWSW there.

Mary Ann Dahl, South Dakota U. graduate, to promotion staff, WNAX Yankton, S. D.

Charlie Vais, formerly in sales dept, KOIL Omaha, Neb., to KSOO Sioux Falls, S. D., assisting in sales promotion and merchandising departments.

Jack O'Reilly, sportscaster, WOR-TV New York, to WPEN Philadelphia as host m.c.

Jim Koch, Iowa U. graduate, to news staff, WHBF Rock Island, Ill.; **Beverly Jean Vincent,** formerly music teacher, to WHBF as music librarian.

James Vinson, WBML Macon, Ga., and **Will Sinclair,** WLBB Carrollton, Ga., to announcing staff, WMAZ Macon; **Otis Hughes Jr.,** WBML, and **Nellie Edwards Smith,** promotion dept., WMAZ-AM-TV, to commercial dept., WMAZ-AM-TV. **Lottie Flanagan** to traffic dept., WMAZ-AM-TV.

Jack Davis, formerly with WJLS Beckley, W. Va., to WEAU Eau Claire, Wis., as announcer; **Don Wright,** formerly newscaster, KSTP St. Paul, to news staff, WEAU.

Jack Lazare, former disc m.c.-announcer, WNEW New York, to announcing staff, WATT-WATV (TV) Newark, N. J.

Lewis Penuel, announcer, WHAL Shelbyville, Tenn., to WDEF Chattanooga, in same capacity.

John Scott, formerly disc m.c., WVDA Boston, to WEEI there, in same capacity.

Charles R. Mitchell, WRNL Richmond, Va., to announcing staff, WBTW (TV) Florence, S. C.

Frances Foster, formerly vocalist with Ray Anthony's Orchestra, to WLW-WLWT (TV) Cincinnati.

Mel Waldorf, announcer, WSHB Ft. Bragg, N. C. (Army radio), and WFAI Fayetteville, N. C., to Armed Forces Radio Service, Trieste, Italy.

Philip Steben, Smith-Holden Inc. (dental supplies), Hartford, Conn., to WDRC-AM-FM there as secretary to commercial manager.

Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. [WBT-WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C.], installed as president, southeastern region, Shrine Assn.

George Miller, sports director, WPTR Albany, N. Y., appointed track announcer, Saratoga Raceway, Saratoga, N. Y., for fall harness meet.

Bruce Barrington, news editor, KXOK St. Louis, elected fourth vice president, Armed Forces Council, same city.

Rulon Bradley, news director, KSL Salt Lake City, receives journalism M.S. from U. of Utah with thesis entitled "Radio Editorializing."

Audrey Holmes, personality, *Garden Gate* program, and program conductor and writer, WLAC Nashville, Tenn., selected by Volunteer Chapter, American Business Woman's Assn., to compete for "American Business Woman of the Year" title.

Norman Webb and **Laurie Vitto,** announcers, KFJI Klamath Falls, Ore., appointed United Press correspondents for Klamath Falls area.

Bert Hutchinson, farm director, WEAU Eau Claire, Wis., appointed national news editor for International Farm Youth Exchange.

Norman Kramer, producer, public affairs dept., KCBS San Francisco, appointed to radio-tv committee, United Crusade.

Phil Ellis, WPTF Raleigh, N. C., elected Sertoman of the Year by local Sertoma Club for outstanding community work. Mr. Ellis was also elected president of Raleigh Little Theatre.

Bill Mayhugh, WMAL Washington, was principal speaker at graduation of National Academy of Broadcasting, same city, Sept. 15.

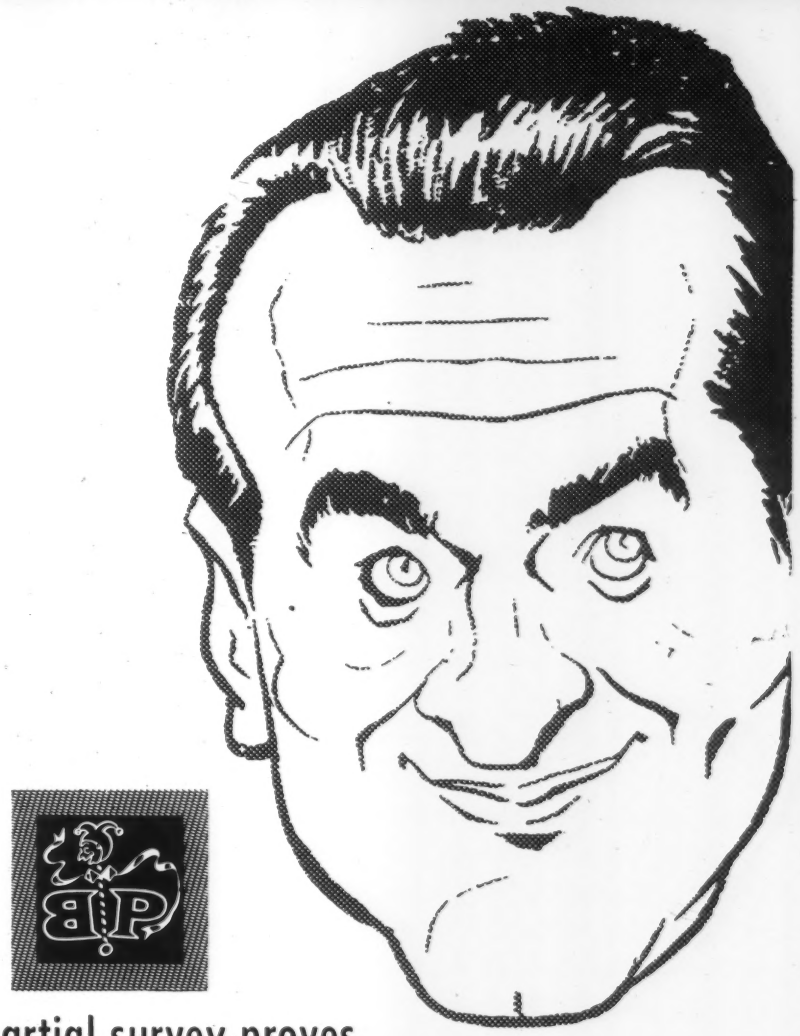
Bill Rhode, cameraman, and **Annette Sladek,** secretary, both WHBF-AM-TV Rock Island, Ill., were married; **Wayne Hansen,** technician, and Dottie Lou Congdon were married; **Jacqueline Davis,** stenographer, and LeRoy David Sauder were married.

John C. J. Chun, engineer, and **Lorraine Won,** tv editor, both KGMB-TV Honolulu, were married; **Frank C. Lawrence,** film editor, and Anne Betsey Clopton, were married; **David Tereda,** art dept. head, father of girl, Sept. 16.

Ernie Kovacs, conductor, *Ernie Kovacs Show,* WABD (TV) New York, and **Edith Adams,** singer, same show, were married Sept. 12.

Sandy Young, producer-star, KTTV (TV) Hollywood *Sandy's Hayride,* and **Mona Stornes,** "Miss Norway" in recent Miss Universe contest, were married Sept. 13.

Chuck Ostler, engineer, WLS Chicago, father of boy, Timothy.



Impartial survey proves

BOB POOLE

is the top radio personality

in the GREENSBORO broadcasting area

Contact Hollingbery, . . . get the facts from "The Pulse of Greensboro" report. You will learn that day by day Bob Poole attracts more listeners than any other local personality every quarter hour he broadcasts for WBIG.

GREENSBORO, N.C.

WBIG

In 29th Year of Broadcasting

CBS AFFILIATE | 5000 WATTS

We will never be satisfied with less than the No. 1 spot.

New AP Radio Group To Be Set in Motion

Seven-man committee meets in New York tomorrow to further plans for national organization that will supplant present advisory committee.

ACTION is expected to be taken tomorrow (Tuesday) by the seven-man AP Radio member committee to set in motion plans for the first nationwide organization of AP member stations, numbering more than 1,300.

The committee will hold a meeting in New York under committee chairman Les Mawhinney, news director of KHJ Los Angeles, and will move to dissolve the seven-man committee and act on a proposed organization of the AP Radio and Television Assn. Its membership would consist of all stations holding membership in AP.

The committee was organized in 1952 to provide AP management with guidance from representative stations in all parts of the country. It was enlarged a year later by the addition of two subcommittees responsible for "watchdogging" the news report and improving news programming.

The committee decided at its meeting last February, according to AP, that "the job was too important and too complex for a small appointive group to handle." The group felt that a nationwide association was indicated, and Mr. Mawhinney appointed a subcommittee to draw up proposed by-laws for such an association. It consisted of Tom Eaton, news director, WTIC Hartford; Dan Kops, vice president and general manager, WAVZ New Haven, and Oliver Gramling, AP assistant general manager, who heads the wire service's radio-tv division.

Mr. Gramling commended the work of the seven-man committee, pointing out that members had made regular trips to New York on their own time; had helped to streamline the AP Radio News Report, and had launched a sales assistance program under which member stations were aided in making a profit out of their radio wire.

Members of the committee, in addition to Messrs. Mawhinney, Kops and Eaton, are Jack Krueger, news editor, WTMJ Milwaukee; Matt Bonebrake, president and general manager, KOCY Oklahoma City; Joe H. Bryant, president and general manager, KCBD Lubbock, Tex., and Jack Shelley, news manager, WHO Des Moines.

9,000 DOCTORS SEE CLOSED CIRCUIT TV

A CLOSED CIRCUIT telecast, at a reported cost of $50,000, was viewed last Thursday evening by an estimated 9,000 doctors and surgeons in 20 major cities.

The telecast was hailed as a "unique and pioneer experiment in postgraduate medical education" by Dr. Cyrus G. Sturgis, professor of internal medicine, U. of Michigan, and president, American College of Physicians, who introduced the problem which dealt with the latest medical advances in the treatment of hypertension (high blood pressure).

The program, which also described the use of a relatively new drug in the field, was sponsored by the American College of Physicians and Wyeth Labs (subsidiary of American Home Products) of Philadelphia. Cost of the program was borne by Wyeth by a grant to the college.

The closed circuit telecast (in black-and-white) originated in New York at a CBS-TV studio, and was handled by Box Office Television of New York.

While providing instantaneous and wide dissemination of information on the treatment of the disease, the program also served to give wide circulation to the use of Wyeth's product, pentolinium tartrate (known as Ansolysen), a drug developed by the laboratory to combat hypertension. It was understood that although the laboratory wished primarily to disseminate data on the treatment of the disease, it also had searched for a medium that could bring home to the medical field just what its product is and what it can do for those stricken.

The drug was introduced in a paper read to the audience by Dr. Frederick H. Smirk, professor of medicine at the U. of Otago, Dunedin, New Zealand, an international pioneer in the treatment of hypertension.

Unger Reports 15 Ziv Radio Programs Set in 323 Cities

MORE than 15 half-hour Ziv radio programs are being scheduled each week by local stations in more than 323 cities, Alvin E. Unger, vice president in charge of sales, Frederic W. Ziv Co., has reported after a study of penetration of Ziv radio shows in nationwide markets.

Programs are sold to individual sponsors or used as spot carriers, according to Mr. Unger, who stressed his analysis points up again the two-year trend toward an increased use of select programming at the local level by both stations and sponsors. As a result of his survey, he said, Ziv is taking steps to provide newer properties to meet the local demand.

Mr. Unger asserted the analysis indicates the heaviest local penetration by Ziv radio programs in the history of the company. As examples, Mr. Unger noted that Boston was using 26 half-hour programs weekly on local stations; in Cincinnati, 28 half-hour shows are programmed each week; 23 on New Orleans outlets; 33½ in the Dallas-Fort Worth area, 21 in Miami, 25 in Birmingham, 14 in Chicago and 16 in Cleveland.

AP's Butterfield to Retire

RETIREMENT of C. E. (Charlie) Butterfield, radio-tv editor of Associated Press, who has been covering the broadcasting field for more than 30 years, was announced last week by AP. His retirement will take effect in November, at which time AP will name a successor. Mr. Butterfield, 62, joined AP in Chicago in 1918 and shortly thereafter began to write stories about radio. In 1927 he was moved to New York as radio editor, and in 1932 he started to write a radio column. Mr. Butterfield plans to retire to Florida.

PROGRAM SERVICES PEOPLE

William Goodnight, West Virginia sales representative, Alexander Film Co., Colorado Springs, Colo., promoted to West Virginia district manager.

Frank Morris, supervisor, West Coast publicity, Curtis Circulation Co., Hollywood, appointed Hollywood editor, *Tv Program Week,* forthcoming weekly Curtis tv magazine.

James Cox, BMI western station relations representative, assigned California, Nevada, Utah, Arizona, New Mexico and El Paso territories; **Turner Cooke** appointed to cover Northwest area for BMI.

Donn M. Greer, display director and artist, Robinson's department store, Beverly Hills, and brother of tv actress Jane Greer, forms Dice Inc. (Display Industries Cooperative Exchange), Hollywood, to supply special construction and prop facilities to tv studios, with offices at 6322 DeLongpre Ave; telephone: Hollywood 1-9435.

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:
- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

Tmks. ®

FOLSOM DESCRIBES ELECTRONICS BOOM

Progress of color tv and other components of industry reviewed by RCA's president.

SOME 82 stations will be colorcasting by Jan. 1, 1955, blanketing about 87% of all U. S. homes, and the coverage will increase to about 95% within four years thereafter, RCA President Frank Folsom predicted last week.

At the same time, he foresaw a near $12 billion industry for electronic sales by 1957 and reviewed RCA plant expansion and scientific advances in color tv and other components in what he described as an "utterly amazing" industry.

Mr. Folsom addressed the Investment Analysts Society of Chicago at a luncheon in that city last Thursday. It was a followup to his talk, nine days before, at the New York Board of Trade [B•T, Sept. 20]. This time, the RCA president spoke on "The Business of Electronics."

With respect to colorcasting, Mr. Folsom observed that NBC's color tv network now embraces 66 stations covering areas with approximately 30 million homes.

Reporting on total annual sales in electronics, the RCA president said they grew from $1,6 billion in 1946 to $8.4 billion last year. Projecting his figures further, he foresaw $8.8 billion for 1954, $9.5 billion in 1955, $10.9 billion in 1956 and $11.8 billion by 1957.

His breakdown of "principal components" saleswise included:

Home and portable radios—Once the chief source of revenue, sales have declined "gradually" from a postwar peak of $600 million in 1947 to an estimated $109 million for 1956.

Auto sets—This has remained "relatively stable" in excess of $100 million annually.

Black and white tv—sales jumped from $1 million in 1946 to $1.4 billion in 1950. With intermediary periods recording $1.2 billion in 1953 and an expected $1 billion this year. By 1957, a drop to $388 million is foreseen because of the expected mass market switch or trend to color.

Color tv—Increased volume is expected to more than offset reduced monochrome set sales, hitting $264 million in 1955, $767 million in 1956 and $952 million the following year—a total of about $2 billion at factory prices during color tv's first three commercial years after this year's introductory period.

Repair tubes (chiefly renewal tubes)—Steady boost is anticipated, with volume shooting up from $217 million last year to $454 million by 1957.

Servicing and installation — A continued growth, from $145 million eight years ago to $1.4 billion last year, will be accelerated to $2.7 billion by 1957.

Broadcasting and communications — Total revenues accounted for 25% of the total electronic sales in 1946—or $404 million. They will rise from $1.1 billion in 1953 to $1.5 billion in 1957. ("Nearly all of this growth is due to tv broadcasting revenue, with radio and communications showing only modest gains," Mr. Folsom said.)

The RCA president reiterated that sales of color receivers will move from over 350,000 by the end of 1955 to about 5 million in 1958 and 10 million color sets by 1959.

Mr. Folsom reviewed prospects for radio-tv and electronics in general this year and the balance sheet for RCA and its subsidiaries during the first six months of 1954, which he cited in his New York address.

. . . and see why the
Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

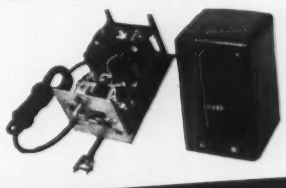
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust offers you Breaker Resetting

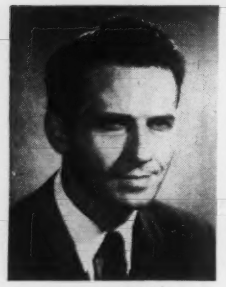
The RI-108-11A Linear Actuator, used for resetting manually operated overload breakers, permits linear movement of any mechanism to which it is coupled. In many cases it is possible to reset *several* Heinemann overload breakers simultaneously with one unit. Send for Brochure showing what you get when you buy the Rust system.



the rust industrial company, inc.
608 WILLOW STREET, MANCHESTER, N. H.

MANUFACTURING PEOPLE

Robert M. Van Brundt, assistant advertising manager, Motorola Inc., Chicago, promoted to advertising manager.



MR. VAN BRUNDT

Eugene E. Broker, mfg. superintendent, radio tube plant, Burlington, Iowa, Sylvania Electric Products Inc., N. Y., appointed manager, radio tube plant, Shawnee, Okla.

C. J. Bachman, chief engineer, Stanley Warner Theatre chain, appointed theatre equipment products manager, Fairchild Recording Equipment Co., N. Y.

Harold T. Bickford, head bookkeeper, cost dept., Allen B. DuMont Labs, Clifton, N. J., appointed credit manager of company.

Reginald M. Brophy, deputy minister, Dept. of Defense Production, Ottawa, resigns to return to Rogers Majestic Electronics Ltd., Toronto, where he has been chairman of board and president since 1950, operating on loan to Canadian government since October 1951.

Thomas B. Friedman, chief tv engineer, Empire Coil Co., New Rochelle, N. Y., to Adler Communications Laboratories, same city, assisting in development of satellite tv stations and tv station systems.

MR. FRIEDMAN

Robert Steindler, formerly operator of own high-fidelity custom installations business, and **Edmond Ariessohn,** research engineer and audio consultant, to sales staff, Hudson Radio & Television Corp. (electronic equipment distributors), N. Y.

MANUFACTURING SHORTS

Boonton Radio Corp., Boonton, N. J., announces Co-Ax Adapter Kit, Type 515-A, to be installed on company's RX Meter Type 250-A, which "will provide a direct Type N coaxial connection to the bridge for continuous operation between 500 kc and 250 mc."

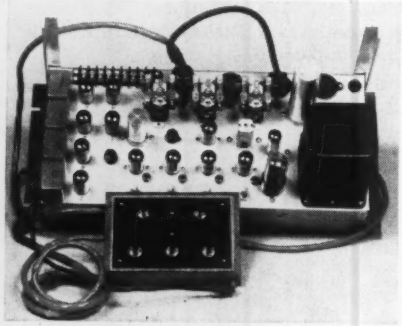
Magnetic Tv Sound Co., Green Bay, Wis., announces Telesync equipment, designed for tv stations to make their own 16 mm sound film commercials.

Coming: Machines to Run the Machines

THE AGE of automation — that art of worker-less factories which has industrial management crackling these days—is coming close to broadcasting. The dream of programming a radio station for endless hours with machines doing the switching, the cut-ins, the station identifications, or of operating a tv outlet for hours with slides and film and nary an engineer in sight is not so far off.

One of the first machines for automatic operation of a radio or tv station has been put on the market. It is the Automatic Sequencer, designed and produced by Vandivere Labs Inc., Arlington, Va.

The equipment, now in commercial production, is designed to integrate automatically two or more tape recorders, or a tape recorder and a slide projection machine, or a tape recorder and a film projection machine, or any combination of these three.



THIS is the chassis of the Vandivere Automatic Sequencer, which promises to bring automatic station operation one step closer to reality. It permits inaudible cue tones to be placed on a tape recording to activate other program equipment. The small block in the foreground is the sequencer control board which is used to inscribe tone signals on the tape.

Trick is the method of recording a high frequency tone on the tape to activate other apparatus. The device can be used to start, stop, or cue other equipment.

The Vandivere automatic sequencer comprises one panel, 8¾-in. high and 19-in. long. It contains 13 tubes, a self-contained power supply and three switches. A control board, attached to the microphone line, comprises five buttons—start, stop, tone, light (for cueing station control room personnel that the program is near the end) and automatic stop.

Equipment sells for $875.

Credit for initial development is given to C. Richard Evans, general manager of KGMB-TV Honolulu, who worked out the method of putting inaudible tone signals on tape recordings in order to speed up tape editing when he was running KSL Salt Lake City. Mr. Evans is continuing to use the device in Honolulu.

A prototype model was shown at the NNARTB convention in Chicago last spring, when Edgar F. Vandivere Jr., president of Vandivere Labs, discussed the apparatus at the engineering conferences. That model is now being used by Wilson C. Wearn, a vice president of the company, at WFBC-TV Greenville, S. C. (ch. 4), where Mr. Wearn is assistant to the president and chief engineer. Messrs. Vandivere and Wearn are principals in the Washington consulting firm of Vandivere, Cohen & Wearn (Jules Cohen).

The only other equipment which lends itself to automatic operation is produced, as far as can be learned, by Ampex Corp., Redwood City, Calif. Ampex has apparatus which handles a tape running for eight hours. This is used in a small number of radio stations, it is understood.

Blackburn-Hamilton Sends Stubblefield to West Coast

APPOINTMENT of William T. Stubblefield, partner in Blackburn-Hamilton Co., media brokers, to head the firm's West Coast operations with headquarters in San Francisco, effective Oct. 1, was announced today (Monday).

MR. STUBBLEFIELD

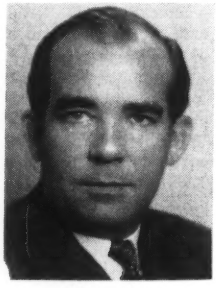
Mr. Stubblefield has been associated with Blackburn-Hamilton since March 15, 1953, covering the southern territory out of Washington, D. C. He succeeds Les Smith, who resigned last June to enter the broadcast field after being with the company about three years, it was reported.

Mr. Stubblefield, who in 1951 was named station relations director for the NARTB, entered the industry in 1939 when he joined the program staff of KONO San Antonio.

He will represent the firm in 12 western states. A successor in Washington has not been chosen.

Wright Adds D. C. Offices

LOWELL R. WRIGHT, consultant in specialized services to radio and tv where aeronautical problems are concerned with tower construction, has announced opening of additional offices in the Munsey Bldg., Washington. Telephone is District 7-2009.



MR. WRIGHT

Mr. Wright will retain his original offices in Herndon, Va. (RFD No. 2, Box 29; telephone, 114-M). The latter office is also available for night and weekend service.

Mr. Wright served with the Civil Aeronautical Administration for more than 15 years before resigning for private practice.

Philip Baker Law Firm Moves

LAW OFFICES of Philip M. Baker, formerly in the Woodward Bldg., Washington, D. C., have been moved to the Pennsylvania Bldg., Suite 1001, at 13th St. and Pennsylvania Ave., N. W., Washington 4. New telephone is District 7-8881.

PROFESSIONAL SERVICES PEOPLE

S. S. Fox, formerly owner and general manager, KDYL-AM-TV Salt Lake City [now KDYL-KTVT (TV)], announces formation of radio-tv consultant service at 143 S. Main, Salt Lake City; telephone: 9-5031.

Alan R. Sweetow, formerly with William H. Weintraub & Co., N. Y., to Livingstone & Assoc. (public relations), Chicago, as head of Milwaukee office.

Felix Doherty, former public relations director, Rexall Drug Co., L. A., to Burns W. Lee Assoc. (public relations), same city, as account executive.

AN AGENCY PLANS NEW TV CAMPAIGN

TEN DAYS AGO, a veteran advertiser, Lehn & Fink Products Corp., began sponsorship of a new tv series, *Ray Bolger Show,* on ABC-TV (Fri., 8:30-9 p.m.) for the Dorothy Gray cosmetic line and the Lehn & Fink Division.

That, for the millions of American women and girls who each year spend more than $1 billion for creams and lotions and lipsticks and other beauty preparations and for their menfolk who pay the bills, was the beginning. But for the sponsor and for its agency, Lennen & Newell, the inaugural broadcast of the *Bolger Show* was the culmination of months of planning and preparation.

At the beginning was the decision to use network tv and the selection of the *Bolger Show* as the proper vehicle for the specific advertising problem faced by Lehn & Fink and Dorothy Gray. Edward Plaut, Lehn & Fink president, explains his company's thinking this way:

"Our products are family products. Dorothy Gray creams, for example, are used by women from 15 to 60. Schoolgirls and grandmothers use Hinds Honey and Almond Fragrance Cream. We had to find a clean wholesome show that would appeal to just about every age in the family.

"That's why we felt we had found the right man in Bolger. Ray's been loved for his clean, wholesome comedy by people of all ages. His brand of comedy and dancing is as much a delight for the child as it is for the most worldly sophisticate."

Then came seemingly endless conferences and meetings to work out the myriad details of the tv campaign. There was the selection of markets to be covered, the choice of time when viewers would be found in a frame of mind to enjoy the Bolger brand of comedy and to respond to the L & F product advertising, the adaptation of the general advertising plan to meet tv's specific and demanding requirements, the planning of copy and art for each commercial following the momentous decision on whether to integrate them or not. All this and much more.

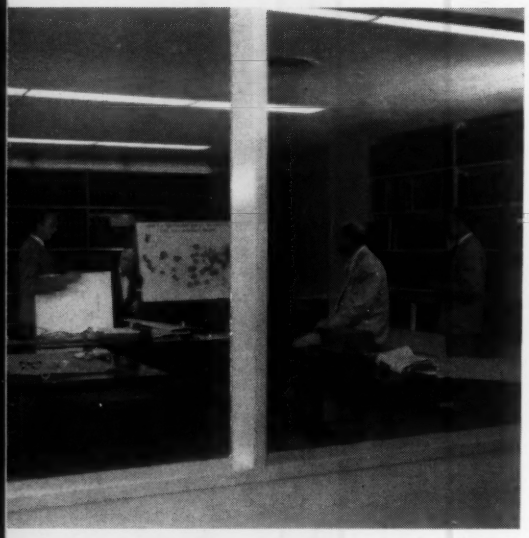
To report on how an agency tackles problems such as these, each special and important and unique, yet all part of the normal day's work for the experienced specialists whose job is to find the answers—and the right answers—B•T sent a reporter-photographer team to the Lennen & Newell offices at 380 Madison Ave., the center of New York's agency row.

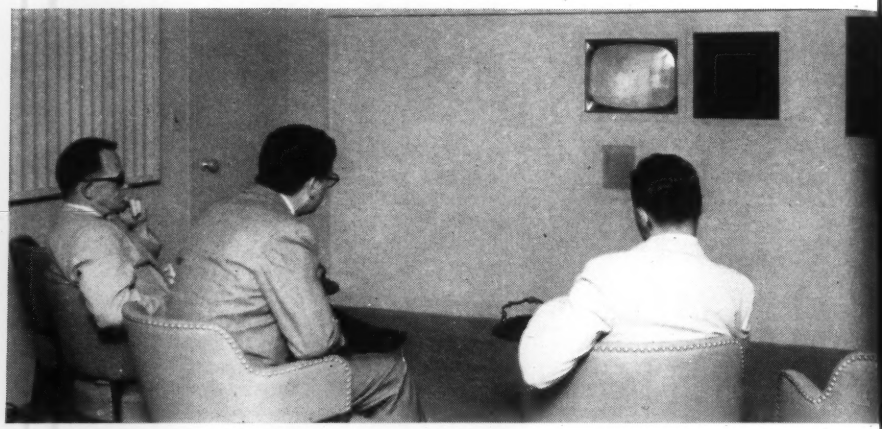
Here is the pictorial story of the progress of the 1954 fall tv advertising campaign of Lehn & Fink Products Corp. through the factory of Lennen & Newell, from the glint of the original idea to the completed program, rehearsed, produced and ready to go.

A B•T PICTURE STORY

A B•T PICTURE STORY

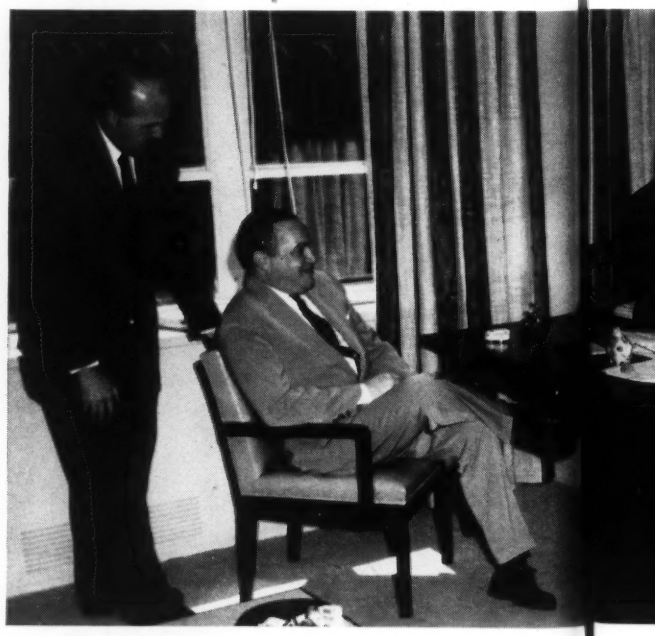
1 **"Then we agree, gentlemen."** Lennen & Newell President H. W. (Hike) Newell sums up decision of agency planners to recommend network television to client, Lehn & Fink Products Corp. (Dorothy Gray and Lehn & Fink Div.). Included in the exploratory session in Mr. Newell's office are, left to right: Thomas C. Butcher, senior vice president and director of account planning; Jackson Taylor, senior vice president and management account supervisor; Nicholas E. Keesely, senior vice president and radio-tv director; Mr. Newell; Reginald Pierce, account executive.





4 **Showdown:** Production executives audition films to find one they consider right. Left to right: Fred Kilian, director of program development; Charles Harrell, supervisor of radio-tv production; George Tompkins, commercial film supervisor.

3 **Following client's approval** of tv plans for Dorothy Gray-Lehn & Fink, agency researchers foregather in Lennen & Newell library to evaluate markets. Left to right: Christopher Sante, vice president, director of research; Francis Barton, vice president, general manager of radio-tv; Terry Reily, merchandising; George Kern, associate media director.

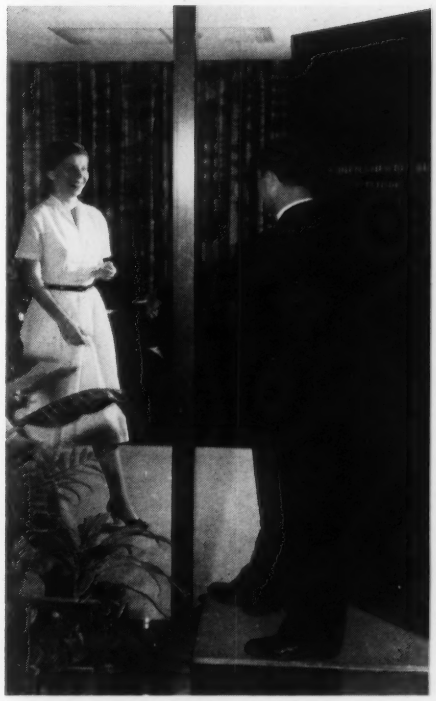


6 **Agency and advertiser** emissaries meet with Robert Kintner, president of ABC, to thresh out matters of time, money and markets for the *Bolger Show* on ABC-TV. Left to right: Jack Pacey, publicity director, ABC (who resigned last week); Mr. Plaut; Mr. Barton; Mr. Keesely; Mr. Kintner; Mr. Hausberg.

2 **Armed with survey** reports and research figures, agency men point out to client representatives the advantages of network tv for their company's products. Left to right: William H. Weber, art department; Mr. Pierce; Mr. Butcher; Albert Plaut, advertising manager, Dorothy Gray; Mr. Keesely; Ruth Cerrone, group copy head; Mr. Newell; William Hausberg, advertising manager, Lehn & Fink; Mr. Taylor; Louise Moyer, copywriter; Pete Michaels, research department.

5 **It's Ray Bolger!** Agency and client agree that the ABC-TV show starring the famous dancer-comedian is exactly what they've been looking for.

7 **Enter the station rep:** Joe Miller, salesman for Weed & Co., arrives to confer with Jeane Jaffe, agency timebuyer, and George Kern, associate media director, about television station clearances.



A B•T PICTURE STORY

A B•T PICTURE STORY

8 A word for the sponsor: Creative staff gathers around Clark Agnew, tv art director, to work out story boards of commercials for new show. Left to right: Miss Moyer; Miss Cerrone; Mr. Agnew; James Hausman, group copy chief; Anthony J. Pan, vice president-director of commercial production; Art Capello, assistant art director for tv.

LENNEN & NEWELL came into being in June 1952, not as an unknown infant with a long, hard course ahead before it could win a place in the advertising world, but with a heritage that established its position from the start.

Philip W. Lennen, board chairman of the agency until his retirement this July, had been top man at Lennen & Mitchell, which he had founded with John T. Mitchell in 1924. (Mr. Mitchell died in 1931.)

H. W. Newell, L&N president, was one of the three organizers of Geyer, Newell & Ganger and was executive vice president of that agency in the spring of 1952 when he and Mr. Lennen attempted to negotiate a merger of the two firms.

After negotiations for the merger broke down, Mr. Newell and Mr. Lennen continued their conversations on a personal basis. In May, Mr. Newell resigned from Geyer, Newell & Ganger and in June the new agency was established.

Today, scarcely two years later, Lennen & Newell has overall billings of approximately $32 million, half of which comes from business placed in radio and tv for such accounts as Colgate-Palmolive Co.—Lustre-Creme Shampoo, Lustre-Creme Hairdressing, Lustre Color; Emerson Drug Co.—Bromo-Seltzer; Dorothy Gray Ltd.—cosmetics; Lehn & Fink Products Corp.—Lysol Brand Disinfectant; P. Lorillard Co.—Old Gold cigarettes, Embassy cigarettes, Muriel cigars; Schlitz Brewing Co.—Schlitz beer.

"When Phil Lennen and I set up this agency," Mr. Newell said, "we established certain yardsticks for ourselves. We resolved that in serving any advertiser, we would employ these fundamental steps:

"First, determine what the consumer wants most in the advertiser's product.

"Second, determine whether these advantages are already present in the advertiser's product.

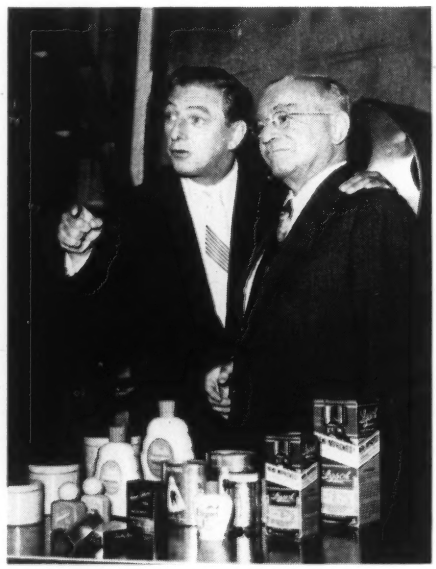
"Third, if these advantages are not present, determine if it is practical and economical to incorporate them.

"Fourth, tell the story of these desired merits of the product interestingly and factually without relying on mere clever words and witty slogans.

"And fifth, select and use media to tell the product story to the largest number of people per dollar outlay.

"It is a waste of advertising money and a waste of agency time to try to advertise mediocrity into leadership."

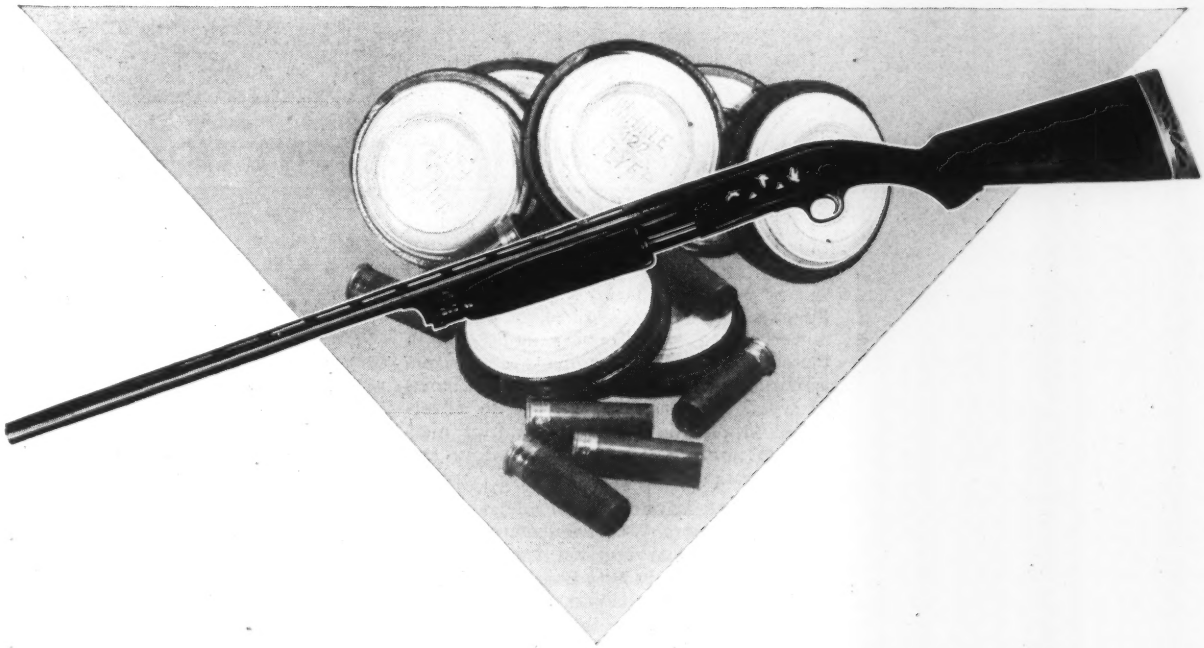
9 Attention, West Coast! Agencymen Keesely and Harrell inform Hollywood office of Lennen & Newell by teletype that commercials are ready. Advise West Coast branch that Edward Plaut, president of Lehn & Fink, will arrive shortly with Mr. Keesely to review shows, scripts. The teletypist is Ethel Johnson, secretary.



10 Star and sponsor, Ray Bolger and Edward Plaut, president, Lehn & Fink Products Corp., survey the studio where the new *Ray Bolger Show* is produced, from behind an array of L & F and Dorothy Gray products.

Bonus from Mt. Washington TV

$2,000 ITHACA Grade Repeater

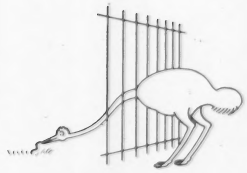


COVERS ALL THREE

Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequalled by any other television station in the country. TV sets: 229,884, RETMA — July 2.

Use America's only "3-state one station TV network" and save . . . in just 4 weeks of a 3 per week 10 minute show . . . the cost of a $2,000 Ithaca Grade Repeater.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 54% less than the combined cost of the 3 TV stations which together give only second best coverage.



REACHES FURTHER

WMTW serves a market with retail sales of over one and a half billion dollars . . . offers primary coverage of 445,000 U. S. families, many of whom have never received television before. Provides the national or regional advertiser with unequalled coverage of northern New England's 3 states.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

MUTUAL REACHES ITS 20TH BIRTHDAY

LARGEST RADIO NETWORK BEGAN WITH 4 STATIONS, NOW HAS 572

By Bruce Robertson

TWENTY YEARS AGO this month, a new radio network was established on a new principle, that of a mutual agreement for the exchange of programs among a group of independent stations. Two decades later that principle still flourishes, although in the interim the original network of four stations has grown into the world's largest network, with 572 affiliates.

Organized by WOR New York, WLW Cincinnati, WGN Chicago and WXYZ Detroit as the Radio Quality Group, the network within a matter of days changed its name to conform to its type of organization and became the Mutual Broadcasting System.

"The name of this network clearly describes our plan of operation," W. E. Macfarlane, business manager of the *Chicago Tribune,* operator of WGN, and first president of MBS, said at the time of its inception.

"Each station will remain independent and make its own decision in accepting programs. Each station will receive its card rates for the time less agency commission, making no additional charge to the advertiser for transmission lines. Thus, we believe, we have established a truly mutual agreement between a group of independently owned stations."

Four advertisers — Horlick's Malted Milk Corp., Thomas Leeming & Co., Wasey Products and Pure Oil Co.—sponsored the new network's first programs. Almost immediately, however, an exchange of sustaining programs was added to the commercials to which the network service had originally been limited.

Another early change was from the initial idea of offering advertisers coverage of "important markets through the use of a few stations having high power and a vast listening audience," in the words of MBS President Macfarlane. Important as New York, Chicago, Cincinnati and Detroit were and are to advertisers, Mutual soon discovered, four markets do not make a nation, nor four stations a national campaign.

Individual stations were added first—WBAL Baltimore, WCAE Pittsburgh, WFIL Philadelphia; then regional networks—the Colonial Network in New England, the Iowa and Central States Networks in the midwest and, on Dec. 29, 1936, the Don Lee Broadcasting System on the Pacific Coast joined MBS, making it a coast-to-coast network like its older rivals, NBC and CBS.

By Jan. 1, 1937, the Mutual network included 38 stations across the country, plus KGMB in Honolulu. A year later the total stood at 76 outlets; affiliation of the Texas State Network in September 1938 pushed the total past the 100 mark, and by 1940 there were 145 MBS affiliates. Meanwhile, the network's time sales had risen from $1,979,146 in 1936 to $4,767,054 in 1940.

In 1935, Mutual broadcast its first World Series, joining NBC and CBS for three-network coverage of the games between Chicago and Detroit, sponsored by Ford. Four years later, Mutual was the only network to broadcast the series, under an agreement reached Aug. 17, 1939, with Judge Kenesaw Mountain Landis, then baseball commissioner, which awarded exclusive broadcasting rights to the series to MBS and Gillette. This October, for the 16th consecutive year, radio coverage of the series will again be provided exclusively by Mutual, with Gillette still sponsor.

When Mutual was first organized the founding stations thought they could handle its business affairs themselves, but before long it became evident that the network needed its own executives. Fred Weber was appointed coordinator of the network in January 1935 and in June of that year MBS set up its own sales staff of three men. One of that original trio, Adolph N. Hult, is now the network's vice president in charge of sales.

It was also in 1935 that the Lone Ranger's "Hi, ho, Silver" first echoed across the Mutual range, his sponsor, Gordon Baking Co., being the network's largest time purchaser in that year and the two that followed. But as the network expanded, Gordon's limited distribution cramped the Ranger's scope and the company finally allowed the program to be sold to other sponsors in markets not covered by Gordon. So the Lone Ranger became one of the first Mutual co-operatively sponsored programs, "a share-the-wealth plan which really works . . . giving pleasure to listeners, profits to a number

A NEW SET of radio call letters—MBS—first appeared at the 1936 Republican convention in Cleveland where former President Herbert Hoover received the acclaim of the delegates as he delivered the keynote address.

of sponsors and audiences to those stations which carry the show as a sustaining feature," as Theodore C. Streibert, then MBS vice president, observed in 1938.

Starting with one co-op show in 1936, Mutual took the lead in developing this type of program, whose local sponsorship on individual stations seemed particularly suited to the cooperative nature of the Mutual Broadcasting System. By 1938 there were 10 co-op programs on MBS; 10 years later, more than 1,200 local and regional advertisers were sponsoring 18 Mutual co-ops, headed by the daily commentaries of Fulton Lewis jr., with 314 sponsors.

The following year, when Mutual put its daily baseball broadcast, *Game of the Day*, on a co-op basis, the series was sponsored by 950 advertisers on 350 stations; in 1952 *Game of the Day* had 1,879 sponsors and this summer the program's total hit 4,238. (In addition, Falstaff Brewing Corp. sponsors 4½ innings three days a week.)

Testifying before the FCC Network Inquiry Committee in February 1939, MBS executives described the network's structure as comprising three groups: member stations, WOR and WGN, which in effect underwrote the network's operation; participating stations, United Broadcasting Corp. (WHK, WCLE Cleveland, WHKC Columbus), Colonial Network and CKLW Windsor-Detroit (which in 1935 had replaced WXYZ as Detroit outlet), which contributed a share of MBS operating expenses over and above wire charges, and affiliates, which merely carried MBS programs and paid the network a commission on sales to defray wire costs.

This worked out, it was stated, so that in 1938 more than half of Mutual's gross billings was net revenue and the affiliates received 45.17% of the advertiser's dollar, compared to about 25% received by affiliates of the other networks.

Noting that Mutual had made healthy strides (to 110 outlets) as "radio's only cooperative enterprise," MBS officials testified that this growth had come despite the network's being "blocked out" of important cities by lack of adequate facilities and by restrictive or exclusive contracts of stations with other networks. They urged the Commission to limit the term of such agreements, which it eventually did, setting two years as the maximum length of affiliation contracts.

As the impending European war cast its shadows on the world (one of the darkest, Hitler's Wilhelmshaven address on April 1, 1939, was broadcast exclusively in the U. S. by Mutual), the network made increasing use of the technique developed by its special features director, G. W. (Johnny) Johnstone, at the time of the Munich crisis. This involved the use of Press Wireless facilities to pick up and record English language broadcasts from the capitals of Europe for rebroadcast here at a late hour each evening.

WOR, WGN and WLW organized the Mutual Facsimile Network in 1939, operating from 2 to 3:30 a.m. on Saturdays with each station contributing 30 minutes of material. That also was the year that relations between MBS and WLW became strained when, following WLW's refusal to carry the Gillette-sponsored World Series as "unfair" to the station's regular advertisers, Mutual declined to feed the games to WLW's sister station, WSAI, "with which we have no affiliation contract," and gave them instead to WKRC.

The following January WKRC became one of seven MBS stockholding organizations (representing 57 of the 124 MBS affiliates) in a base-broadening move. Other stockholders were WOR, WGN, Don Lee Broadcasting System (33 stations), WAAB Boston and 17 Colonial Network stations, CKLW and United Broadcasting Corp. Each stockholder was represented by one member of the seven-man MBS board of directors, which met four times a year with Fred Weber, general manager. Also in January 1940, MBS secured its largest contract to that time, Wander Co. buying a five-a-week strip on 85 stations for a full year.

In February, MBS introduced a "full volume network discount plan," offering discounts up to 50% for advertisers using the basic network of 62 stations for 52 weeks, and in May expanded the plan to include 13-, 26- and 39-week advertisers. Ed Wood, WGN sales manager, was appointed sales manager of the network in February.

Increased tempo of the European war brought increased sponsorship to MBS commentators Arthur Hale and Raymond Swing (winner of a National Headliners award that year). In August, after Lewis Allen Weiss had cut a Hitler speech off the Don Lee stations, who were being fed by Mutual, the Nazis retaliated by refusing to allow MBS to receive any broadcasts originating in Germany.

Because of its unique organization, Mutual generally stayed out of network contracts with unions and other organizations, each MBS stockholder station negotiating individually for the programs it originated for the network. But in the fall of 1940, Mutual went along with the other networks in rejecting the new contracts offered by ASCAP and assumed copyright clearance responsibility for all musical programs on the network, a function previously handled by each originating station.

With ASCAP's reformation under a Government consent decree, Mutual wasted no time in negotiating a new contract which returned ASCAP music to this network on May 13, 1941, months ahead of the other

AN ANNIVERSARY STATEMENT

By Thomas F. O'Neil
President, MBS

MR. O'NEIL

CELEBRATING an anniversary is always a happy occasion. And it is especially true here at Mutual where we observe our twentieth anniversary this October—a milestone that marks an advance from a four-market hook-up, launched in October 1934, to a family of 572 affiliates, the world's largest network, and the only one wholly dedicated to *radio*.

The anniversary honors, however, belong to the radio stations, advertising agencies, advertisers, and to the nation's listeners—those whose faith in Mutual has enabled us to reach our present position.

From a $1 million gross billings sum in 1934, Mutual advanced to a 1953 figure of more than $23 million in advertisers' investments, a clear pattern of broadening, rewarding service.

In reviewing radio's growth during the past two decades we find Mutual, the fastest-growing network, moving ahead against a background of surging public interest in broadcasting—both before and after the advent of tv. When MBS was launched, radio was the entertainment medium enjoying the focal spot in the living room. Still a living room favorite, the radio set is steadily invading new territories. It is now "at home" in the bedroom, kitchen, dining room, den, and has even moved outdoors into the automobile, beach and picnic grounds.

Gearing our program service to meet this different listening pattern during the next twenty years is the challenge confronting us today. A big step toward answering that critical question has already been taken. We are now reviewing the first findings in the largest research project ever trained on all-American habits in living and listening. For the first time we are learning the exact nature and scope of such factors as out-of-home listening, family composition, and program tastes—in and out of tv areas.

Our investment testifies to Mutual's faith in the future of network radio.

We are grateful to our listeners, to our advertisers, to our affiliates for helping Mutual blaze many radio trails during the past eventful twenty years.

With their continued confidence in us, the Mutual Broadcasting System is assured of its influential position in the broadcasting industry for many more twenty years to come.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

HOTEL *New Weston*

MADISON AT 50TH

English Lounge

Meeting place of show business

So close at hand So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL *Berkshire*

MADISON AT 52ND

Barberry Room

Where the celebrities go after theatre

KNOTT HOTELS

networks. Attempts of the National Assn. of Broadcasters to persuade Mutual to wait for an industry-wide settlement, added to the NAB position on the FCC's network monopoly rules, led to the resignation of MBS stockholders WOR, WGN and Don Lee from NAB.

In November 1941, WFBR Baltimore, WIP Philadelphia and WCAE Pittsburgh became MBS stockholders, now nine in number, with equal participation in underwriting and management of the network. During 1941 Mutual added 48 affiliates. Its gross billings totaled $7,300,955, a gain of 53% over the 1940 gross.

The week following Pearl Harbor, Mutual inserted a new clause in its commercial contracts giving any advertiser whose business was substantially curtailed by the war the right to cancel his program on two weeks' notice, the first war clause in any network contract. Although business was booming, the fact that Mutual's largest commercial hook-up comprised only 128 stations, led in August to a new discount plan "making it irresistible for advertisers to use all 204 MBS stations."

During 1942, 10% of all Mutual air time was devoted to war effort programs; billings were up 32% over 1941; the World Series was shortwaved to U. S. servicemen around the world and the Mutual board hired Miller McClintock, director of the Advertising Council, as the network's first paid president, to take office Jan. 1, 1943.

Given the largest MBS budget to date, 25% over 1942's, President McClintock began a department-by-department overhaul of the network's operations. Program directors of key stations held meetings to review and improve network programming. Richard F. Connor, OWI station relations executive, became station relations head of Mutual. An international program exchange pact was made with Radio Mil, 36-station Mexican network.

Mutual's contracts with stations, which formerly paid the line charges, were revamped along the lines of other networks, with affiliates agreeing to accept 16 hours of commercials each 28 days without payment, the next 25 commercial hours at 25% of rate card, the next 25 hours at 32½% and all other network commercials at 37½%. The MBS discount plan was also altered in line with those of the other networks, ranging from 2½% for a split network advertiser spending $1,000 a week to 27½% for advertisers spending $23,000 or more weekly, with extra discounts for advertisers using 110 stations or more.

Station committees on sales, programming and station service were established, each committee divided into three groups by type of market. A plan to rebroadcast on MBS, in afternoon time, top evening programs of other networks, met with opposition and was never put into effect.

General Tire & Rubber Co. in 1943 purchased the Yankee and Colonial networks and became owner of 13½ shares of MBS stock. Fulton Lewis jr. won the $1,000 duPont award for public service by a commentator and his co-op program's sponsor list passed the 100 mark. A new co-op program was a daily 15-minute news report from foreign correspondents of the *Christian Science Monitor*. MBS war reporter Frank J. Cuhel lost his life in the explosion of the Yankee Clipper airliner off Lisbon. Mutual billings for the year increased nearly 50% over 1942, for a total of $13,841,608.

A similar increase was achieved in 1944, when Mutual's gross time sales reached $19,533,650. In September of that year the network limited its commercial religious programs to a Sunday morning half-hour apiece, with no appeals for funds permitted. A reorganization following the death of W. E. Macfarlane, member of the network's board and chairman of its executive committee, in October brought Mutual a new president, Edgar Kobak, who had been executive vice president of the Blue Network. Also from the Blue came Robert D. Swezey as vice president and general manager, Phillips Carlin as program vice president, Bert Hauser

A "PAIR" of firsts took place in 1935 when Red Barber aired the first major league night game in Cincinnati for MBS. This was the first Mutual sports event broadcast and preceded by a few weeks Mutual's first World Series coverage, also handled by Mr. Barber. With Mr. Barber is the engineer, Dave Conlon.

as director of co-op programs, Duncan R. Buckman as eastern sales manager, and E. P. H. James as director of advertising, promotion and research.

With an enlarged program budget, MBS soon added programs featuring such stellar attractions as Arch Oboler, Morton Downey, Elsa Maxwell and *Queen for a Day*, and in July 1945 moved its network starting time up an hour to 9 a.m. Eastern War Time in keeping with its extended program operations. A. A. Schechter, home from war service as Gen. Douglas MacArthur's radio officer, joined MBS as head of news and special events.

New advertisers as well as programs were attracted to MBS in 1945, with five of radio's ten top clients—Miles Labs, American Home Products, Coca-Cola, General Foods and Procter & Gamble—making their Mutual debuts that year, when the network's billings topped $20 million for the first time. With 30 affiliates added during the year, Mr. Kobak put Mutual's quota at 325 stations, in line with the MBS philosophy of "greater coverage at less cost."

By December 1946 MBS had 383 out-

Cities Service cracks wise—and well...

These three catalytic crackers dominate the skyline of our Lake Charles, Louisiana, refinery which normally processes 175,000 barrels of oil every day.

CITIES SERVICE

A Growth Company

lets, aided by the FCC which was issuing new station grants at an unparalleled rate. Billings for the year exceeded $25 million. A program innovation was launched in April, when *Superman,* sponsored by Kellogg, began to tackle such real problems of childhood as intolerance and juvenile delinquency.

In June 1947, Alfred J. McCosker, who had been board chairman of Mutual since the network's formation in 1934, retired and was succeeded in that post by Lewis Allen Weiss, Don Lee vice president and MBS vice chairman. Mutual that year advanced a "listenability" measurement standard, based on signal strength and freedom from interference, as an industry standard, but wound up joining the industry majority in the second Broadcast Measurement Bureau study. The 1947 gross of $22,372,711 was down $3 million from the 1946 peak, reflecting the postwar "readjustment" period.

Mutual in 1947 passed the 400-affiliate mark and in 1948 added another hundred stations, finishing that year with 519 outlets. Aided by some $250,000 in political time sales during the Presidential campaign, MBS billings in 1948 were $1 million ahead of 1947. While other networks were becoming active in tv, President Kobak stated that for the time being Mutual would be an observer only, leaving actual video participations to its stockholder stations.

The year 1949 saw more realignment of Mutual's upper executive echelon. Even before the year started, Mr. Swezey had resigned in a dispute over policy. Mr. Carlin left in March and on May 1 Frank K. White, president of Columbia Records and former CBS treasurer and vice president, succeeded Mr. Kobak as Mutual president. Mr. Streibert became board chairman, with Thomas F. O'Neil, president of Yankee Network, named vice chairman of MBS.

Mr. James resigned in August, with Robert A. Schmid, network vice president, assuming charge of Mutual's advertising, promotion, research and planning. William A. Fineshriber Jr., who had been associated with Mr. White at CBS, joined Mutual as program vice president. Mr. Hult, by then mid-western sales vice president, was promoted to vice president in charge of all network sales.

Also in 1949 A. B. Chandler, then commissioner of baseball, granted to Mutual and Gillette the radio rights to the World Series for another seven years (through 1956) for $1 million in an agreement that also gave them the right to meet any other offer for tv rights. It was the year that "Mr. Plus" began his career as the Mutual trade character. And it was the year that Bamberger Broadcasting Service, licensee of WOR-AM-TV, changed its name to General Teleradio.

The following fall, General Tire & Rubber Co. acquired control of Don Lee for $12,300,000, thus doubling its MBS stock to 38%, 8% more than the voting rights permitted by the networks by-laws. MBS at year's end had 540 stations, of which 325 served their communities "as the only network voice in town," President White reported. Billings, which had dropped 20% in 1949, fell off another 10% in 1950 as tv's impact bit deep into nighttime revenues of all radio networks.

Pressure from advertisers, who claimed that tv's inroads made a radio rate adjustment imperative, induced CBS, ABC, NBC and, finally, MBS to reduce their evening and Sunday afternoon rates by approximately 10% in mid-1951. New business, notably Sterling Drug's entry into MBS morning time by purchasing the 25-minute *Ladies Fair* across the board, put Mutual's gross for the year 11% ahead of 1950. Yankee President Thomas F. O'Neil, son of the president of General Tire & Rubber Co., became MBS board chairman.

In October, the Don Lee and Yankee networks and the WOR properties were merged into a single company, owned 90% by General Tire & Rubber Co. and 10% by R. H. Macy & Co. This new company, which subsequently took over from WOR the General Teleradio name, held about 58% of the Mutual stock. The rest was held by WGN (19.3%), United Broadcasting Co. (WHK-WHKC) (10.4%), WIP (6.1%) and CKLW (6.1%). In February 1952 the prohibition against any single entity voting more than 30% of stock was abolished.

FORMER MBS CHIEFS (l to r): Alfred J. McCosker, board chairman, 1934-1947; Fred Weber, general manager, 1934-1943; Miller McClintock, president, 1943-1944; Edgar Kobak, president, 1944-1949; Frank White, president, 1949-1952.

In April, when Thomas F. O'Neil became president as well as chairman of Mutual, he announced that it "should continue as a network predominantly composed of a large number of relatively small stations, mostly in non-metropolitan markets, with emphasis on acceptability and flexibility." A study of "Home Town America," released by MBS that summer, reported that of the 795 network stations in the 531 U. S. communities then outside the reach of tv, Mutual had local outlets in 416 of those cities, more than the other three national networks combined.

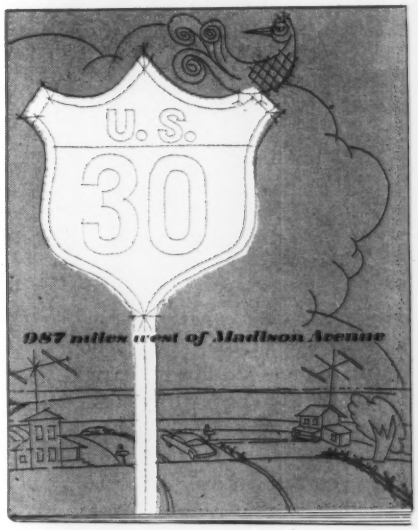
A merger of the operating personnel of Mutual and WOR radio and tv resulted, before the year's end, in the departure of most of WOR's top executives, including Theodore C. Streibert, who had been president of WOR and for two years, 1949-51, chairman of MBS, and Jack Poppele, WOR engineering vice president, who had been with the station for more than 30 years. J. Glen Taylor, a General Tire executive, came in to serve as a general executive in coordinating radio and tv operations, becoming a director of General Teleradio and a vice president of Mutual. Dwight D. Martin, vice president and general manager of Crosley Broadcasting Corp., was appointed vice president of General Teleradio to implement Mr. O'Neil's plan for getting into television on a nationwide scale.

Although Mutual's 1952 gross billings totaled nearly $21 million, topping 1951 by 15%, it again reluctantly followed the other networks in reducing nighttime rates approximately 25% as of Jan. 1, 1953. Unlike the others, MBS distinguished between areas of tv competition, where its reduction was about 30%, and non-tv areas, where it was only 10%. Mutual also increased its morning rates by about 5% and restored the 1951 cut in Sunday afternoon time costs.

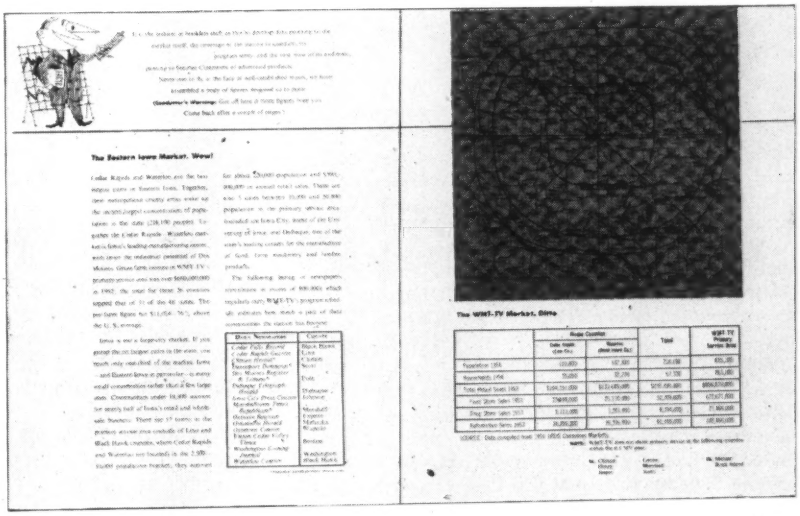
Early in 1953, when Mr. Fineshriber resigned as executive vice president of Mutual, he was not replaced, Mr. O'Neil stating that

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU
• Quincy, Illinois — 123 Hampshire Street — Telephone 8202
• New York City — 51 East 42nd Street — Murray Hill 7-7971
• Washington, D.C. — 13th & E Streets, N.W. — Metropolitan 8-0522
• Houston, Texas — 2700 Polk Avenue — Atwood 8536
• Los Angeles, Calif. — 7501 Sunset Blvd. — Hollywood 2-6351
• Atlanta, Georgia — 13th & Spring Streets — (open October 1, 1953)
• New York, International Div. — 13 East 40th Street — Murray Hill 9-0200
• Montreal, Quebec, Canada — Canadian Marconi Co. — Atlantic 9441

Have you seen WMT's TV Yearbook?



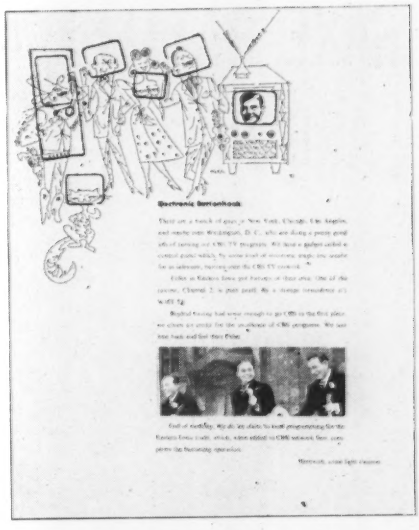
(We think it's got it all over **Broadcasting's.**)



The Eastern Iowa Market. Wow!

The WMT-TV Market. Ditto.

It tells you all kinds of things



Electronic Switchback

For a copy, try and pry one loose from the Katz Agency. Or write direct. There is *absolutely* no truth to the canard about having to buy time on WMT-TV to get a copy. Mail address: Cedar Rapids, Iowa. CBS for Eastern Iowa.

Big enough and then some

When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

WJR's primary coverage area: 15,000,000 customers

BMI "Pin Up" Hit

SHAKE, RATTLE AND ROLL

BILL HALEY & HIS COMETS . Decca

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BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
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he would "work directly" with the network's officers. In May, Mutual's West Coast offices and those of Don Lee were consolidated under Willet H. Brown, Don Lee president.

At a Cape Cod meeting of Mutual executives and the network's Affiliates Advisory Committee in July a plan was evolved to cut the amount of network option time from nine to five hours a day, at the same time eliminating money payments to affiliates for broadcasting network commercials and instead supplying them with 14 hours a week of "highest quality" network programs for local station sale. Although some affiliates expressed enthusiasm for the idea, opposition from others was so strong that it was finally dropped and at a meeting of affiliates in January 1954 Mr. O'Neil declared, "The Cape Cod plan is dead."

Mutual does not intend to enter tv on a network basis, although it may operate a video program service, Mr. O'Neil told the affiliates. In December 1953, General Teleradio had purchased the radio-tv rights to Phillips H. Lord's programs for $1 million and in the spring began filming *Gangbusters* for tv use. Earlier, GT had co-produced with 20th Century-Fox the *Greatest Drama,* series of quarter-hour documentaries, currently syndicated to 56 markets.

In March, GT paid an estimated $1.25 million for a group of 30 top-flight feature films which were put on sale in June. In September Mr. O'Neil reported that in the three summer months sales had exceeded the original investment and that his organization was in the market for other "high quality, top grade" pictures for tv syndication. Peter M. Roebeck, sales manager, Consolidated Television Sales, in May had been appointed sales manager of the GT film division, a new position.

WHBQ-AM-TV Memphis was acquired for $2.9 million by GT, which concurrently disposed of KGB San Diego. GT properties, in addition to the WHBQ stations, now include WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WEAN Providence, KFRC San Francisco and majority interest in WGTH-AM-TV Hartford. The company owns Yankee and Don Lee Networks as well as controlling Mutual.

MBS in May established a development division to handle subsidiary rights in its programs and appointed Bert J. Hauser, vice president in charge of cooperative programs, to head up this new operation as well. A rumor that H. L. Hunt, Texas oil millionaire owner of *Facts Forum,* was negotiating to buy the network brought an indignant denial from President O'Neil, who termed the idea "fantastic" and averred that "since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these two corporations with anyone at any time."

At an MBS affiliates meeting in Chicago in conjunction with the NARTB convention the end of May, network officials proffered a plan for the sale of additional participations on network programs which would permit the network to sell spots within a half-hour program in the morning and another in the afternoon. Stations would receive no compensation for the first commercial spot in each half-hour, but would be paid for ten minutes of time each for the second, third and fourth spots.

Mutual also asked its affiliates to help merchandise network programs by making from 10 to 50 calls a month on retailers and local representatives of MBS advertisers, seeking store displays and other support.

Last week the network reported that 85% of the total MBS station lineup has accepted the participation plan and that it will be put into effect Oct. 1. There is no definite count as to the number of stations accepting the merchandising plan, but presentations are being made regularly by Mutual executives for local and regional groups and it is expected that a majority of them will sign, with this plan to be inaugurated next spring, probably in April.

In June, Mr. O'Neil announced the promotion of J. Glen Taylor to executive assistant to the president, stating that "constantly expanding interests of the company in radio and tv make necessary the creation of this new post to relieve the president of certain operating details." Roy Danish, director of commercial operation of MBS, was made assistant to the president, another new position, to "expedite plans for Mutual's continued growth."

In 1953, Mutual sales had run 10% ahead of 1952, contrary to the general radio network trend, and while the first half of this year was slightly behind the like period of last, network sales executives are confident that a gain will be shown for the year as a whole. A new MBS audience study, said to be the "first to coordinate both the living and working habits of people in relation to their radio listening on a national basis," is just about ready for release.

Despite the inroads of tv on the nation's listening habits, there will always be a place for radio and a need for radio networks to serve the American public, MBS President O'Neil said recently. And as long as that is true, Mutual will continue to serve its vast audience, adapting its programming to their desires, for many 20-year periods to come.

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Our special
INSURANCE
answers the problem of claims in this field
ADEQUATELY • INEXPENSIVELY

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4
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ST. LOUIS, MISSOURI
100,000 WATTS • OVER 650,000 RECEIVERS
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WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

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it's micro-polished*

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**... polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tape. Get Soundcraft . . . it's *Micro-Polished!*

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Dept. Q-9-B

10 East 52nd Street

New York 22, N. Y.

*PAT. APPLIED FOR

PROGRAMS & PROMOTION

WAPA-TV INTERVIEW SERIES

WAPA-TV San Juan, P. R., is currently conducting a series of programs titled *Actualidad Insular,* which deals with present day issues concerning the island. The program features interviews by Jose A. Benitez, chairman of the Democratic Party of the Commonwealth, who interviews prominent Puerto Rican dignitaries. A set design of "government office and rostrum" is employed to capture an authoritative effect and films, photographs and charts are used to graphically illustrate the speakers' messages. Also, music, directed by American Milton Lehr, is used to lend to the background of the series.

MARTB ROUND-UP

MICHIGAN BROADCASTERS are heading for a round-up Sept. 30—the Michigan Assn. of Radio-Television Broadcasters' Jamboree in St. Clair, Mich. The association is sending to broadcasters and guests a red, white and black "49er" neckerchief and advising, "Bring this with your levis and your happy party disposition and join the 'Sell-Out' crowd at the MARTB Round-Up . . ." Although MARTB members and guests have filled up the St. Clair Inn there (since Sept. 3) for the event, Jim Quello, of WJR Detroit and convention chairman, reports, "overflow reservations are being well accommodated in nearby modern motels with river view . . . so there's room for everyone to join the fun."

LIVE BIRTH TELECAST

LIVE telecast of a Caesarian operation was carried simultaneously last week by WLWT (TV) Cincinnati and WLWD (TV) Dayton, Ohio (both Crosley Broadcasting), as part of their *Let There Be Life* series. The program, titled "Miracle of Birth," was televised from Cincinnati Hospital by an "outstanding but anonymous doctor." A model of a human body was used to explain organs affected and viewers were told why a Caesarian delivery is sometimes necessary. The program was staged in cooperation with the Cincinnati Academy of Medicine and the Montgomery County Medical Society of Dayton.

'TALLEST TOWER' CONTEST

TO PUBLICIZE its new tower, "the world's tallest man-made structure," KWTV (TV) Oklahoma City staged "Amateur Photographers' Field Day." Photographers were invited to take pictures of the tower from any angle and then submit their prints for competition. Photographic merchandise items, donated by local camera stores, were awarded as prizes. The pictures are being used to publicize the construction. An estimated 5,000 persons attended the event, KWTV reports.

MAN WITH A RECORD

"GET THAT MAN. He's Jeffrey Jones—a man with a record. He's a sports-minded sleuth with a clean record of tracking down big audiences in every town he hits. And he's armed with a new hard-hitting merchandising plan that carries advertising impact right to the point of purchase." That, out of context, is part of the sales message in the brown brochure being sent to stations, advertisers and agencies by CBS Television Film Sales Inc., New York. The company claims the series has attained a 49.8 rating in New Orleans and has beat out all competition in its time slot in Philadelphia. "Here are all the clues you need," says the folder, which includes a picture of Jeffrey Jones. It continues, "To get your man—and top sales results—just call CBS Television Film Sales and ask to see *The Files of Jeffrey Jones.*"

WKY-TV 'FIRST NIGHTERS'

BUSINESS AND CIVIC LEADERS of Oklahoma City were treated to hors d'oeuvres and "Satins and Spurs" by WKY-TV there when that station invited them to be "first nighters" for the premiere telecast of NBC-TV's spectaculars. "Charter Membership Certificates" for being first nighters were given to the attending guests. In addition, WKY-TV, equipped for color origination, is inviting local leaders to closed circuit demonstrations and their six hours of regularly scheduled color programming. The station believes that the exposures to the color medium will stimulate set sales in the Oklahoma City area, since their guest list for the most part includes families in an income group which can afford new receivers at existing price levels.

TV COMES TO DURHAM

HERALDING its recent start of operations, WTVD (TV) Durham, N. C., ran a full-page advertisement in the *Durham Morning Herald.* The ad, which showed an angular view of the station's tower, stated "Television Comes to Durham . . . WTVD Channel 11."

TAP-A-COLA CAMPAIGN

PABST BREWING CO., to introduce its new Tap-a Cola soft drink in the Washington area, is conducting on WNBW (TV) there the heaviest spot saturation of the year for the station. The campaign calls for a schedule of 43 spots each week. Tap-a Cola, marketed in flat-top cans and billed as an ideal drink for persons who have to watch their weight because of its claimed three-calorie-per can content, was first introduced in the Capital at a swimming party for WNBW personalities at the Sheraton Park Hotel. The product is being featured with a "Tap-a Cola Fun Diet" conducted by Inga Rundvold on *Inga's Angle* program.

WISH-TV CARRIES VP SPEECH

WISH-TV Indianapolis last week carried the final speech of Vice President Nixon on his eight state pre-campaign swing. The address highlighted a state-wide Republican party rally. The station also presented two telecasts of the FHA-Capehart hearing being held in Indianapolis.

CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN HALIFAX • NOVA SCOTIA

Joseph Weed & Company

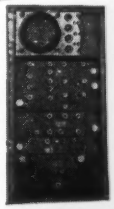
350 Madison Ave., New York,

Representative

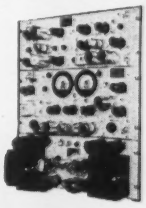
5000 WATTS

TELECHROME

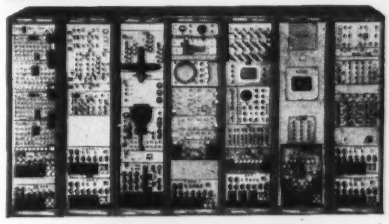
THE ONLY COMPLETE LINE of EQUIPMENT for COLOR TV



Chromascope (Signal Certification)



Phase Slope (Envelope Delay) Curve Tracer



Full facilities — Transmits, receives, monitors, analyzes composite color pictures

In Color TV instrumentation, no other name means as much as Telechrome . . . because no organization can match Telechrome's 4 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

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The Nation's Leading Supplier of Color TV Equipment

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CAPITAL FILM LABORATORIES, INC.
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1905 Fairview Ave., N.E., Washington 2, D.C.
Lawrence 6-4634
Capital offers the creative producer the finest in motion picture laboratory facilities . . .
Editorial
Sound Stage
RCA-Sound
Processing
Printing

Station Authorizations, Applications

(As Compiled by B • T)

September 16 through September 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	275	118	393
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	927	337	717	528	1,246[2]
Educational	55		28	27	55[3]
Total	982	337	745	555	1,301[4]

[1] Ninety-seven CPs (17 vhf, 80 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 596 already granted.

FCC Commercial Station Authorizations
As of Aug. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	165
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	133	3	175
New station requests	163	6	14
New station bids in hearing	72	0	163
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

• • •

Am and Fm Summary through Sept. 22

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,611	2,596	140	147	72
Fm	561	537	38	4	0

New Tv Stations . . .

ACTIONS BY FCC

Fort Worth, Tex.—Texas State Network, Inc. (KFJZ) granted ch. 11 (192-198 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 587 ft., above ground 574 ft. Estimated construction cost $539,935, first year operating cost $375,000, revenue $450,000. Post office address 1201 W. Lancaster Ave., Fort Worth. Studio location west side of Carl St. just south of Kemble St., Fort Worth. Transmitter location 0.75 mi. E. of White Lake, 0.25 mi. N. of Edersville. Geographic coordinates 32° 45′ 42″ N. Lat., 97° 14′ 40″ W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Gene L. Cagle,** (34.5%), Vice Presidents **R. K. Hanger** and **Charles B. Jordan,** Secretary Treasurer **D. C. Hornburg** and Director **Sid W. Richardson** (62%), oil producer. Granted Sept. 17.

APPLICATIONS

Toledo, Ohio—Woodward Bcstg. Co., uhf ch. 79 (860-866 mc); ERP 167 kw visual, 97.5 kw aural; antenna height above average terrain 419 ft., above ground 437 ft. Estimated construction cost $359,217, first year operating cost $500,000, revenue $500,000. Post office address % Max Osnos, Woodward Bcstg. Co., 3315-19 Cadillac Tower, Detroit 26, Mich. Studio and transmitter location Toledo, Ohio. Geographic coordinates 41° 39′ 03.7″ N. Lat., 83° 32′ 06.5″ W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include **Max Osnos,** department store, drugstore, and parking company executive, president-treasurer (93%); **Jacob Kellman,** department store executive, vice president-secretary (4.5%); **Waldo Abbott,** professor and director of broadcasting, U. of Michigan, (1.25%); **George C. Edwards,** judge, City of Detroit, (1.25%). Corporation has application pending for uhf ch. 50 in Detroit. Filed Sept. 22.

Pasco, Wash.—Cascade Bcstg. Co. (KIMA-TV Yakima), uhf ch. 19 (500-506 mc); ERP 10.2 kw visual, 5.1 kw aural; antenna height above average terrain 915 ft., above ground 151 ft. Estimated construction cost $73,605, first year operating cost $25,000, revenue $45,000. Post office address P. O. Box 702, Yakima, Wash. Outlet would be satellite of KIMA-TV Yakima, Wash. Transmitter location S. W. of Richland Badger Mt., Wash. Geographic coordinates 46° 14′ 02″ N. Lat., 119° 19′ 05″ W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Frank H. McIntosh, Washington, D. C. Principals include **A. W. Talbot,** owner and principal stockholder

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Bellingham Shipyards and Bellingham Cold Storage, president (73.5%); **Thomas C. Bostic**, vice president (16.5%); **Frank E. Mitchell**, vice president (0.5%); **Ralph Sundquist**, owner Sundquist Fruit & Cold Storage, director (8%); **J. Barry Watkinson**, director-engineer (0.5%); **M. E. Burrill**, director-chief engineer (0.5%); **James D. Rolfe**, lawyer, secretary (0.5%); **Herchel R. Cary**, sales manager-director, no stock. Filed Sept. 16.

APPLICATION AMENDED

Onondaga, Mich.—Television Corp. of Michigan Inc. Amended application for new commercial tv station on ch. 10 to change ERP to 316 kw visual and 176.36 kw aural. Filed Sept. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

WDEL-TV Wilmington, Del. — WDEL Inc. granted modification of CP on ch. 12 to increase ERP to 316 kw visual and 191 kw aural; specify antenna height above average terrain 620 ft. Comr. Hennock issued dissent. Granted Sept. 15; reported Sept. 16.

WTOC-TV Savannah, Ga.—Savannah Bcstg. Co. granted mod. CP to change ERP to 209 kw visual and 110 kw aural; antenna height above average terrain 480 ft. Granted Sept. 13; reported Sept. 21.

WINT (TV) Waterloo, Ind.—Tri-State Tv Inc. granted STA to operate commercially on ch. 15 for period ending Jan. 7, 1955. Granted Sept. 16; reported Sept. 21.

KPLC-TV Lake Charles, La.—Calcasieu Bcstg. Co. granted STA to operate commercially on ch. 7 for period ending Jan. 12, 1955. Granted Sept. 14; reported Sept. 21.

WBZ-TV Boston — Westinghouse Bcstg. Co. granted change of transmitter site, change ERP to 95.5 kw visual and 50 kw aural; antenna height above average terrain 470 ft. Granted Sept. 14; reported Sept. 21.

WMTW (TV) Poland, Me.—Mt. Washington Tv Inc. granted STA operate commercially on ch. 8 for period ending March 26, 1955. Granted Sept. 10; reported Sept. 21.

WLOS-TV Asheville, N. C.—Skyway Bcstg. Co. granted STA to operate commercially on ch. 13 for period ending Feb. 9, 1955. Granted Sept. 14; reported Sept. 21.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. granted STA to operate commercially on ch. 2 for period ending March 8, 1955. Granted Sept. 10; reported Sept. 21.

KVDO-TV Corpus Christi, Tex.—Coastal Bend Tv Co. granted mod. CP to change ERP to 16.6 kw visual and 8.91 kw aural; antenna height above average terrain 316 ft. Granted Sept. 14; reported Sept. 21.

WMVT (TV) Montpelier, Vt.—WCAX Bcstg. Corp. granted STA to Nov. 12 to commence operation on ch. 3 with studios in Burlington, Vt., pending construction of studios in Montpelier. Comrs. E. M. Webster and Frieda B. Hennock dissented. Granted Sept. 22.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. filed informal request for STA to operate on ch. 19 in lieu of present assignment on ch. 74. Filed Sept. 22.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. seeks mod. CP new commercial tv station to change aur. ERP to 60 kw; ant. height above average terrain 1,314.5 ft. Filed Sept. 20.

STATIONS DELETED

KDZA-TV Pueblo, Colo.—Pueblo Radio Co. For lack of prosecution FCC deleted CP for new tv station on ch. 3. Deleted Sept. 17; reported Sept. 22.

WTLO (TV) New Orleans, La.—R. L. Wheelock et. al d/b as New Orleans Tv Co. For lack of prosecution, FCC deleted CP for new tv station on ch. 20. Deleted Sept. 17; reported Sept. 22.

KGMO-TV Cape Girardeau, Mo.—KGMO Radio Tv Inc. For lack of prosecution, FCC deleted CP for new tv station on ch. 18. Deleted Sept. 17; reported Sept. 22.

WAKN-TV Aiken, S. C.—Aiken Electronics Adv. Corp. For lack of prosecution, FCC deleted CP for new tv station on ch. 54. Deleted Sept. 17; reported Sept. 22.

KSTM-TV St. Louis—Broadcast House Inc. granted request for cancellation of CP for new tv station on ch. 36 and deletion of call letters. Deleted Sept. 15; reported Sept. 21.

KTLV (TV) Rapid City, S. D.—The Hills Bcstg. Co. granted request for cancellation of CP for new tv station on ch. 7 and deleted call letters. Deleted Sept. 15; reported Sept. 21.

New Am Stations . . .

ACTIONS BY FCC

Eustis, Fla.—Broadcasters Inc. granted 1240 kc, 250 w unlimited. Post office address % Norman E. Jorgensen 514 Wyatt Bldg., Washington. Estimated construction cost $28,423, first year operating cost $35,000, revenue $50,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla., general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%). Applicants have purchased WSSB New Smyrna Beach, Fla. Granted Sept. 22.

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NAME.....

TITLE.....RADIO STATION.....

STREET.....

CITY.....STATE.....

Pensacola, Fla.—Ray Herbert Gunckel Jr., granted 980 kc, 500 w daytime. Post office address 119 Laura St., Jacksonville. Estimated construction cost $17,215, first year operating cost $42,000, revenue $60,000. Mr. Gunckel is engaged in sales of phonographs and accessories. Granted Sept. 22.

Marion, Ind.—Chronicle Pub. Co. [WMRI (FM)] granted 860 kc, 250 w daytime, directional antenna. Post office address % Richard E. Lindsay, 2025 Railway Exchange Bldg., St. Louis. Estimated construction cost $24,700, first year operating cost $35,000, revenue $50,000. Principals include President **Gardner J. Thomas** (2.65%); Vice President **David B. Lindsay Jr.** (8.04%); Secretary **Richard E. Lindsay** (16.8%); Treasurer **Edward W. Camp** (4.24%), and **Katherine Thomas** (16.8%). Chronicle Pub. Co. publishes the *Leader Tribune, Marion Chronicle* and *Chronicle-Tribune*. Lindsay family owns the Lindsay Newspapers Inc., publishers of the *Sarasota Herald-Tribune* and *Sarasota Journal*, in Sarasota, Fla. Granted Sept. 22.

North Vernon, Ind.—Dorrell Ochs granted 1460 kc, 500 w daytime. Post office address 62 E. Walnut St., North Vernon. Estimated construction cost $15,735, first year operating cost $24,000, revenue $48,000. Mr. Ochs is in the retail auto supply business. Granted Sept. 22.

Benton, Ky.—J. Shelby McCallum d/b as The Purchase Bcstg. Co., granted 1290 kc, 1 kw daytime. Post office address Benton, Ky. Estimated construction cost $14,678, first year operating cost $22,000, revenue $35,000. Mr. McCallum is general partner of drive in theatres in Hopkinsville and Russellville, Ky. Granted Sept. 22.

Boonville, N. Y.—Black River Radio Inc. granted 900 kc, 1 kw daytime. Post office address % Livingston Lansing, R.D. #3. Granted Sept. 22.

Murphy, N. C.—Valley Bcstg. Co., 600 kc, 1 kw daytime. Post office address % Hobart L. McKeever, Murphy, N. C. Estimated construction cost $22,600, first year operating cost $40,000, revenue $42,000. Principals include **Hobart L. McKeever,** attorney, president (40%); **Louis R. Feckele,** vice president, general manager, director and part owner Gainesville *Times*, vice president and director of WGGA Gainesville, Ga., vice president and director of WRGA Rome, Ga., vice president (30%); Charles Smithgall, president, director and part owner Gainesville *Times*, president, director and owner of 100% of voting stock of WGGA, secretary-treasurer, director and 40% owner of voting stock of WRGA, secretary-treasurer (30%). Filed Sept. 14.

Sevierville, Tenn.—Smoky Mountain Bcstg. Corp. granted 930 kc, 1 kw daytime. Post office address % William W. Birchfield, P. O. Box 187, Sevierville. Estimated construction cost $25,655, first year operating cost $23,000, revenue $30,000. Applicant is composed of 14 local business and professional men, each holding 7.1% interest. Some of these are: **Fred C. Atchley,** auto dealer; **Clyde C. Blalock,** builder; **Robert A. Broady,** physician; **Norman L. Burchfiel,** contract hauler, and **William W. Burchfiel,** insurance. Granted Sept. 15; reported Sept. 16.

Sweetwater, Tenn.—The Harriman Bcstg. Co. (WHBT-AM-FM Harriman, Tenn.), granted 800 kc, 500 w daytime. Post office address % F. L. Crowder, Harriman, Tenn. Estimated construction cost $17,816, first year operating cost $30,000, revenue $40,000. Principals include President **F. L. Crowder** (100%), Secretary-Treasurer **Tommie Crowder,** and **J. B. Brewer.** Granted Sept. 15; reported Sept. 16.

San Angelo, Tex.—Solar Bcstg. Co. granted 1260 kc, 1 kw daytime. Post office address % Walton Arthur Foster, P. O. Box 3103, San Angelo. Estimated construction cost $18,319, first year operating cost $30,000, revenue $48,000. Principals include **Walton Arthur Foster** (28.8%), employe KTXL-AM-TV San Angelo; **Arthur R. Foster** (22.2%), used car dealer; **L. B. Horton** (4.4%), insurance; **Leona D. Grupe** (22.2%), chiropractor; **Oscar Ruffini** (22.2%), real estate. Granted Sept. 22.

Waxahachie, Tex.—Ellis County Bcstg. Service granted 1390 kc, 500 w daytime, directional antenna. Post office address % Richard Tuck, 904 Sunset Drive, Benton, Ark. Estimated construction cost $16,200, first year operating cost $40,000, revenue $50,000. Principals include **James B. Branch** (⅓), 25% owner of KBSF Springhill, La., and KBBA Benton, Ark.; **Roy M. Fish** (⅓), 25% owner KBSF and KBBA, and **W. Richard Tuck Jr.** (⅓), 25% owner KBBA. Granted Sept. 22.

Moab, Utah—R. L. McAlister granted 1450 kc, 250 w unlimited. Post office address 5125 Wichita St., Ft. Worth, Tex. Estimated construction cost $5,250, first year operating cost $18,000, revenue $22,000. Mr. McAlister is chief engineer at KCUL Ft. Worth, Tex. Granted Sept. 22.

Salt Lake City, Utah—Ralph Elwood Winn tr/as Seagull Bcstg. Co. granted 1370 kc, 1 kw daytime. Post office address P. O. Box 1634, Salt Lake City. Estimated construction cost $15,960, first year operating cost $38,000, revenue $60,000. Mr. Winn is distributor of brake linings and tires. Granted Sept. 15; reported Sept. 16.

APPLICATION AMENDED

Oceanside, Calif.—Melvin F. Berstler and Roy R. Cone d/b as Oceanside-Carlsbad Bcstg. Co. amend application for new am station on 1450 kc 250 w unl. to reduce power requested to 100 w. Filed Sept. 17.

Existing Am Stations . . .

ACTIONS BY FCC

WWWB Jasper, Ala.—Bankhead Bcstg. Co. granted change from 1240 kc 250 w unlimited to 1360 kc 1 kw daytime. Granted Sept. 22.

WNER Live Oak, Fla.—Norman O. Protsman granted change from 1450 kc 250 k unlimited to 1390 kc 1 kw daytime. Granted Sept. 22.

WPGC Morningside, Md. — Harry Hayman granted increase in power from 250 w to 1 kw, operating daytime on 1580 kc, subject to Canadian radiation. Granted Sept. 15; reported Sept. 16.

WVAM Altoona, Pa.—General Bcstg. Corp. granted change from DA-DN to DA-N, operating 1 kw fulltime on 1430 kc. Granted Sept. 15; reported Sept. 16.

WADP Kane, Pa.—Northern Allegheny Bcstg. Co. granted change of frequency from 1590 kc to 960 kc, operating 500 w daytime. Granted Sept. 15; reported Sept. 16.

KLGN Logan, Utah—Atlas Engineering Co. granted increase in power from 500 w to 1 kw, operating daytime on 1390 kc. Granted Sept. 22.

WBLT Bedford, Va.—Bedford Bcstg. Corp. granted permission to change daily signoff time from 11:15 p.m. to 7:15 p.m. Granted Sept. 15; reported Sept. 21.

APPLICATIONS

KOSI Aurora, Colo.—Mid-America Bcstg. Co. seeks mod. CP to increase power from 1 kw to 5 kw (1430 kc). Filed Sept. 22.

WLAR Athens, Tenn.—Athens Bcstg. Co. seeks CP change from 1450 kc 250 w unl. to 1270 kc 5 kw unl. DA-DN and change trans. site.

New Fm Stations . . .

ACTIONS BY FCC

Jasper, Ind.—Jasper On the Air Inc. granted new Class B fm station, ch. 284 (104.7 mc), ERP 1.65 kw; antenna height above average terrain 280 ft. Grantee operates WITZ there. Granted Sept. 22.

Albuquerque, N. M.—CHE Bcstg. Co. granted new Class B fm station, ch. 242 (96.3 mc), ERP 1.4 kw; antenna height above average terrain 31 ft. Post office address % John D. Happerton, President, 211 Sunshine Bldg. Granted Sept. 22.

Existing Fm Stations . . .

ACTIONS BY FCC

KSCU (FM) Santa Clara, Calif.—U. of Santa Clara granted mod. CP to increase ERP to 2.45 kw. Granted Sept. 15; reported Sept. 21.

WEQR (FM) Goldsboro, N. C.—Eastern Carolina Bcstg. Co. granted mod. CP to change ERP to 27 kw on ch. 245 (96.9 mc); antenna height above average terrain 360 ft. Granted Sept. 15; reported Sept. 21.

KWGS (FM) Tulsa, Okla.—U. of Tulsa granted CP change type trans. of educational station, specify ERP of 4.1 kw on ch. 213 (90.5 mc); antenna height above average terrain 350 ft. Granted Sept. 15; reported Sept. 21.

KRCC (FM) Colorado Springs, Colo.—Colorado College granted CP change type trans. of educational station, specify ERP 165 w on ch. 217 (91.3 mc); antenna height above average terrain minus 350 ft. Granted Sept. 15; reported Sept. 21.

Ownership Changes . . .

ACTIONS BY FCC

WOWL Florence, Ala.—Radio Muscle Shoals Inc. granted acquisition of positive control by Richard B. Biddle through purchase of five shares from Jack D. Hollis. Granted Sept. 14; reported Sept. 21.

WINK-AM-TV Fort Myers, Fla.—Fort Myers Bcstg. Co. granted involuntary transfer of negative control (50%) in parent firm, United Garage & Services Co. (Cleveland), from Daniel Sherby, deceased, to Clementine F. Sherby and Sylvester W. Flesheim, executors of estate. Granted Sept. 17; reported Sept. 21.

WMMB Melbourne, Fla.—Melbourne Bcstg. Corp. granted voluntary transfer of control from Frederick and Dorothy Kury to Louis G. Bessler and Erna Bessler through sale of 334 shares of stock for $77,500. Mr. Bessler is former coffee distributor salesman. Granted Sept. 22.

WGIG Brunswick, Ga.—Brunswick Bcstg. Corp. granted acquisition of positive control by Tollison family through purchase by Hugh K. Tollison (12.5%) of stock held by Fred E. Smith (20%) and E. K. Smith (13%) for consideration of $2,333. R. L. Tollison owns 12.5% and J. L. Tollison 25%. Granted Sept. 15; reported Sept. 21.

WEEK-AM-TV Peoria, Ill.—West Central Bcstg. Co. granted assignment of license to All Oklahoma Bcstg. Co. No change in ownership. Granted Sept. 14; reported Sept. 21.

WFGM Fitchburg, Mass.—The Wachusett Bcstg. Corp. granted voluntary acquisition of control by David M. Myers through purchase of 62% interest for $15,050. Mr. Myers will now own 89%. Granted Sept. 22.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. granted assignment of permit for ch. 54 to Inland Bcstg. Co. under lease for two years with option to buy for $166,254. Lease calls for rental of $500 monthly on gross under $10,000 ranging to $5,000 monthly on gross of $16,000 and above. Inland president is Thomas B. Shull, account executive, NBC-TV Film Division. Inland is owned by local businessmen. Granted Sept. 22.

WPON Pontiac, Mich.—James Gerity Jr. granted voluntary assignment of CP to Gerity Bcstg. Co. No consideration is involved as Mr. Gerity is sole stockholder of Gerity Bcstg. Granted Sept. 15; reported Sept. 21.

KBTN Neosho, Mo.—Ozarks Playground Bcstrs. granted assignment of license to John V. Turner tr/as new firm of same name. Mr. Turner buys 50% interest of former partner Lawrence Neumeier for $12,000. Granted Sept. 14; reported Sept. 21.

KVBC Farmington, N. M.—Valley Bcstg. Co., co-partnership of Luella M. and Marvin E. Bowles granted assignment of license to new partnership of same name owned equally by Cloyed O. Kendrick, Hugh DeWitt Landis and Mr. Bowles. Mr. Landis, owner KICA Clovis, N. M., and part owner of KANS Wichita and KRGV Weslaco, cancels $20,000 note owed to him by Mr. Bowles as consideration for one-third interest in KVBC. Mr. Kendrick, KVBC general manager, pays $20,000 for his third interest. Granted Sept. 22.

WBNY Buffalo, N. Y.—Roy L. Albertson granted assignment of license to Roy L. Albertson Inc., new firm wholly owned by assignor. No consideration. Granted Sept. 15; reported Sept. 21.

WEAN Providence, R. I.—General Teleradio Inc. granted voluntary assignment of license to Providence Journal Co., operator of WPJB there, for $260,000 cash and $18,200 for real estate. *Journal* must dispose of WPJB before sale is consummated. Granted Sept. 22.

WMCH Church Hill, Tenn.—Harry J. Morgan & Thales E. Wallace d/b as Twin Cities Bcstg. Co. granted voluntary assignment of license to Thales E. Wallace, already 50% owner. Mr. Wallace purchases Mr. Morgan's one-half interest for $17,784. Granted Sept. 22.

KMLW Marlin, Tex.—Hugh M. McBeath Jr. & Charles E. Reagen d/b as Falls County Public Service granted voluntary assignment of license to KMLW Inc. Partners each retain 49% interest with 1% interest sold to Messrs. Duane W. Ramsey and Jerry Hughes each. Granted Sept. 17; reported Sept. 21.

KAYE Puyallup, Wash.—Puyallup Valley Bcstg. Co. granted assignment of license to new partnership of same name. Henry Perozzo, formerly 77.17% owner, buys 10.38% holding of former partner Paul Schumacker for $5,000. Antonio Gomez retains 12.45% interest. Granted Sept. 15; reported Sept. 21.

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Negotiator

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APPLICATIONS

KSBW-AM-TV Salinas, Calif.—Salinas Bctsg. Corp. seeks involuntary transfer of one-third interest from Lewis A. Tervern, deceased, to executors of his estate so that John C. Cohan and William M. Oates, each one-third owner, may buy that share for $69,666 from Mr. Tervern's estate and thus acquire negative control (50%) each. Filed Sept. 20.

KFSD-AM-TV San Diego, Calif.—Airfan Radio Corp. seeks transfer of control to KFSD Inc. for $2.2 million plus [B•T, Aug. 21]. KFSD Inc. is new firm controlled by New York investment house of Fox, Wells & Co., part owner ch. 14 WWOR-TV Worcester, Mass. Filed Sept. 20.

WHDH-AM-FM Boston—Matheson Radio Co. seeks transfer of control to Boston Herald-Traveler Corp. through dissolution of subsidiary firm, Fidelity Bcstg. Corp. No consideration or change of ownership. Filed Sept. 21.

WOIC Columbia, S. C.—Frank A. Michalak seeks assignment of license to Michalak Bcstg. Co., new firm in which he is 99% owner. No consideration. Filed Sept. 21.

Hearing Cases . . .

FINAL DECISIONS

Fort Worth, Tex.—By order, FCC made effective immediately an initial decision and granted application of Texas State Network Inc. (KFJZ) for new tv station on ch. 11. Comr. Hennock dissented. Order Sept. 17.

Tv Allocation—FCC made final its proposal in Docket 11117 and amended table of tv channel assignments by substituting ch. 38 for ch. 65 in Sunbury, Pa., deleting ch. 38 and adding ch. 74 in Lewiston, Pa., and adding ch. 65 to Shamokin, Pa., effective Oct. 25. Action Sept. 22.

Tv Allocation—By report and order, FCC adopted counter-proposal of Alabama Educational Tv Commission in Docket 10936 and amended table of tv channel assignments to make ch. 2 minus available as reserved noncommercial educational facility at Andalusia, Ala., and rejected original proposal set forth in notice of proposed rule-making advanced by John H. Phipps, Tallahassee, Fla., to assign ch. 2 plus to Havana, Fla., for commercial use. Comr. E. M. Webster dissented and would deny both petitions. This makes 252 tv channels now reserved for educational use. Action Sept. 22.

Multiple Ownership Rules—By report and order, the Commission (by Comrs. Hyde [Chairman], Webster, Hennock, Doerfer and Lee) finalized its proposal in Docket 10822 and amended its multiple ownership rules by increasing the maximum permissible ownership of tv broadcast stations from five to seven, not more than five of which may be in the vhf band, as an impetus to a more rapid and effective development of uhf broadcasting. Section 3.636 was amended accordingly, effective Oct. 22, 1954. Comr. Hennock had a dissenting statement. Comr. Doerfer had a concurring statement. (Present rules limit common ownership of commercial am and fm broadcast stations to seven in each of these categories.) Order Sept. 17.

INITIAL DECISION

Washington, D. C.—Examiner H. Gifford Irion issued initial decision looking toward grant of application of Washington Metropolitan Tv Corp. (WGMS) for new tv station on ch. 20. Initial decision Sept. 17.

OTHER ACTIONS

Abilene, Tex.—Bill Mathis. Designated for hearing application for new am station on 1280 kc 500 w daytime and made KTRN Wichita Falls, Tex., party to proceeding. Action Sept. 22.

Parma-Onandaga, Mich.—FCC designated for hearing the following mutually exclusive applications for new tv stations on ch. 10: Triad Tv Corp., Booth Radio & Tv Stations Inc. and Jackson Bcstg. & Tv Corp., all for Parma; and Tv Corp. of Michigan Inc. and Michigan State Board of Agriculture, proposing share-time stations at Onandaga. Action Sept. 22.

Buffalo Ch. 7—The Commission announced its memorandum opinion and order of Sept. 17 denying separate petitions filed April 14 by WKBW Inc. and Greater Erie Bcstg. Co. and conditional petition filed May 19 by Greater Erie, seeking enlargement of issues to inquire into the legal qualifications of Great Lakes Television Inc., in consolidated proceeding involving these three applicants for a new tv station to operate on ch. 7 in Buffalo, N. Y., and, on petition filed April 26 by Great Lakes, accepted an amendment to its application to specify that Mr. Laux will either sell or surrender the license of WJJL Niagara Falls, N. Y., within 30 days after a grant of the Great Lakes' application (Dockets 10968-70; BPCT-1812, 1827, 1841). Comr. Hennock had a dissenting statement. Action announced Sept. 22.

WTRI (TV) Schenectady, N. Y.—By order of Sept. 16, the Commission granted a petition filed by Van Curler Bcstg. Corp. (WTRI, Ch. 35), Schenectady, N. Y., vacated hearing order and dismissed proceeding in Docket 11156, and made effective immediately the grant to WTRI for modification of CP (BMPCT-2201) to change principal community to Albany, N. Y., and to maintain main studio outside Albany. Hudson Valley Broadcasting Co. (WROW-TV, ch. 41), Albany, N. Y., protestant in this proceeding, has advised the Commission that it does not intend to appear at the hearing and requested that the proceeding be discontinued or dismissed. Comr. Hennock dissented. Announced Sept. 17.

Raleigh, N. C., Ch. 5—By order, the Commission denied an appeal filed by Capitol Bcstg. Co. from rulings of hearing examiner concerning points of reliance in comparative proceeding on applications of Capitol and WPTF Radio Co. for new tv station to operate on ch. 5 in Raleigh, N. C. (Dockets 10861-62; BPCT-511, 824). Action Sept. 17.

Clarksburg, W. Va., ch. 12—By memorandum opinion and order, the Commission denied petition filed by Clarksburg Pub. Co. for rehearing and reconsideration of Commission's decision released July 2 which made effective immediately grant to Ohio Valley Bcstg. Co. of permit for new tv station to operate on ch. 12 in Clarksburg, W. Va. (Docket 11004; BPCT-849). Order Sept. 17.

Am 1300 kc—By memorandum opinion and order, the Commission granted petition filed by Great South Bay Bcstg. Co., permittee of WRBS-FM Bay Shore, N. Y., and applicant for new am station to operate on 540 kc 250 w day at Islip, N. Y., to intervene as party in interest with participation limited to issues set forth in its petition, in proceeding involving applications of Key Bcstg. System Inc., Bay Shore, N. Y.; WAVZ Bcstg. Corp. (WAVZ), New Haven, Conn., and Edward J. Fitzgerald, Riverhead, N. Y. (Dockets 10379, 11014-15). Key and Fitzgerald are seeking new am stations to operate on 1300 kc 1 kw daytime, and WAVZ asks change from 1260 kc 1 kw daytime to 1300 kc 1 kw DA-N unlimited; denied petition insofar as it seeks enlargement of hearing issues; and denied request of Key for action withdrawing extension of time for construction of WRBS-FM. Order Sept. 17.

Opinions and Orders . . .

Tv Allocation—On basis of petitions, FCC instituted following rule-making proceedings to amend table of tv channel assignments: (1) Petition by James E. Blair, Goodland, Kan., to add ch. 10 there; (2) petition by American Bcstg. Corp., Lexington, Ky., to add ch. 4 to Richmond, Ky. (would involve including portion of that state in Zone 1); (3) petition by ch. 43 KFAZ (TV) Monroe, La., to substitute ch. 13 for ch. 43 at Monroe; (4) petition by ch. 27 WTOV-TV Norfolk, Va., to assign ch. 13 to Princess Anne, Va. Comments are due Oct. 15. Actions Sept. 15; reported Sept. 16.

Longview, Wash.—By memorandum opinion and order, FCC dismissed joint protest filed Aug. 23 by KWLK Longview and KLOG Kelso, Wash., to July 21 grant of permit to Altru Bcstg. Co. for new am station at Longview on 1220 kc 1 kw daytime. Order Sept. 15; reported Sept. 16.

J. Elroy McCaw—By order, FCC granted petition of J. Elroy McCaw and dismissed proceedings instituted Nov. 27, 1953, requiring him to show cause why he should not bring his am

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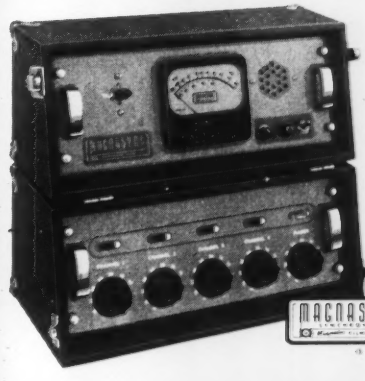

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broadcast holdings within the seven-station limit (Docket 10787). He has since relinquished interest in KLZ Denver, KPOA Honolulu and KILA Hilo, Hawaii. He retains interests in KALE Richland, Wash.; KELA Centralia, Wash.; KAPA Raymond, Wash. (Mrs. McCaw); KYAK Yakima, Wash.; KYA San Francisco; KORC Mineral Wells, Tex., and WINS New York. Order Sept. 15; reported Sept. 16.

Routine Roundup . . .

September 10 Applications

ACCEPTED FOR FILING

License for CP

KOKI Phoenix, Ariz.—James T. Ownby. License to cover CP new am station.

KSDA Redding, Calif.—VALR Inc. License to cover CP new am station.

WEBY Milton, Fla.—Milton Bcstg. Co. License to cover CP new am station.

KGU Honolulu—Advertiser Pub. Co. License to cover CP changes in facilities existing am station.

WJIM Lansing, Mich.—WJIM Inc. License to cover CP changes in ant., trans.-studio site.

KVOX Moorhead, Minn.—KVOX Bcstg. Co. License to cover CP changes in facilities existing am station.

KBIM Roswell, N. M.—Taylor Bcstg. Co. License to cover CP changes in facilities existing am station.

WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Co. License to cover CP changes in facilities existing am station.

WMCA New York—WMCA Inc. License to cover CP changes in frequency control equipment.

WLON Lincolnton, N. C.—Lincoln County Bcstg. Co. License to cover CP change in frequency (1050 kc).

KMBL Junction, Tex.—Kimble County Bcstg. Co. License to cover CP change trans.-studio site.

WLEV-TV Bethlehem, Pa.—License to cover CP new commercial tv station.

Modification of CP

KGDN Edmonds, Wash.—King's Ltd. Mod. CP new am station for extension of completion date.

KLFY-TV Lafayette, La.—Camellia Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-24-55.

WKZO-TV Kalamazoo, Mich.—Fetzer Bcstg. Co. Mod. CP changes in existing tv station for extension of completion date to 3-30-55.

KTVO (TV) Kirksville, Mo.—KBIZ Inc. Mod. CP new commercial tv station for extension of completion date to 4-1-55.

WDAN-TV Danville, Ill.—Northwestern Pub. Co. Mod. CP new commercial tv station for extension of completion date to 2-10-55.

KSCU (FM) Santa Clara, Calif.—U. of Santa Clara. Mod. CP new educational station for extension of completion date.

WHYN-TV Springfield, Mass.—Hampden-Hampshire Corp. Mod. CP new commercial tv station for extension of completion date to 12-28-54.

KOPR-TV Butte, Mont.—Copper Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-15-55.

WKRC-TV Cincinnati—Radio Cincinnati Inc. Mod. CP changes in existing tv station for extension of completion date to 2-1-55.

Remote Control

WLFA Lafayette, Ga.—Radio Dixie. Application for remote control operation of trans.

KSLO Opelousas, La.—KSLO Bcstg. Co. Application for remote control operation of trans.

License Renewal

Following stations filed applications for license renewal: WAKE Greenville, S. C.; WSSC Sumter, S. C.; WFAX Falls Church, Va.; WCMS Norfolk, Va.; WGWR-FM Asheboro, N. C.; WAYS Charlotte, N. C.; WDNC Durham, N. C.; WFLB Fayetteville, N. C.; WBIG Greensboro, N. C.; WPET Greensboro, N. C.; WCOG Greensboro, N. C.; WHIP Mooresville, N. C.; WREV Reidsville, N. C.; WWGP Sanford, N. C.; WLSE Wallace, N. C.; WSJS Winston-Salem, N. C.; WTOB Winston-Salem, N. C.; WCSC Charleston, S. C.; WIS Columbia, S. C.; WELP Easley, S. C.; WJMX Florence, S. C.; WMRB Greenville, S. C.; WFBC Greenville, S. C.; WDKD Kingstree, S. C.

APPLICATION RETURNED

WMNC Morganton, S. C.—Nathan J. Cooper. Returned application for license renewal.

September 13 Applications

ACCEPTED FOR FILING

Remote Control

Following stations filed applications for remote control operation of their transmitters: KSEI Pocatello, Idaho; WLBK DeKalb, Ill.; KVFD Fort Dodge, Iowa; WTCM Traverse City, Mich.

License Renewal

WSNW Seneca Township, S. C.—Blue Ridge Bcstg Co. Application for license renewal.

License for CP

KFEQ-TV St. Joseph, Mo.—KFEQ Inc. License to cover CP new commercial tv station.

WBAY-TV Green Bay, Wis.—Norbertine Fathers. License to cover CP new commercial tv station.

Modification of CP

WSLI-TV Jackson, Miss.—Standard Life Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-22-55.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. Mod. CP new commercial tv station for extension of completion date to 1-24-55.

KQED (TV) Berkeley, Calif.—Bay Area Educational Tv Assn. Mod. CP new educ. tv station for extension of completion date to 3-22-55.

September 14 Applications

ACCEPTED FOR FILING

License Renewal

Following stations filed applications for renewal of license: WHPE High Point, N. C.; WIAM Williamston, N. C.

Remote Control

KSEI-FM Pocatello, Idaho—Application for remote control operation of transmitter.

License for CP

KLZ-TV Denver, Colo.—Aladdin Bcstg. Corp. License to cover CP new commercial tv station and change studio site to 131 Speer Rd.

WLAM-TV Lewiston, Me.—Lewiston - Auburn Bcstg. Co. License to cover CP new commercial tv station.

WMUR-TV Manchester, N. H.—Radio Voice of New Hampshire Inc. License to cover CP new commercial tv station.

WLWC (TV) Columbus, Ohio—Crosley Bcstg. Corp. License to cover CP changes in existing tv station.

WEAU-TV Eau Claire, Wis.—Central Bcstg. Co. License to cover CP new commercial tv station.

WBKH Hattiesburg, Miss.—Hattiesburg Bcstg. Co. License to cover CP new am station.

KRGA Springfield, Ore.—W. Gordon Allen. License to cover CP new am station.

KNEW Spokane, Wash.—Inland Empire Bcstg. Co. License to cover CP change from DA-DN to DA-N.

WNBQ (TV) Chicago—NBC. License to cover CP changes in existing commercial tv station.

WAAM (TV) Baltimore—WAAM Inc. License to cover CP changes in existing commercial tv station.

Modification of CP

WRAY-TV Princeton, Ind.—Southern Indiana Telecasting Inc. Mod. CP new commercial tv station for extension of completion date to 3-11-55.

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WCSC-TV Charleston, S. C.—WCSC Inc. License to cover CP new commercial tv station and to change description of transmitter and studio site to 485 E. Bay St. (not a move).

Remote Control

WHBL Sheboygan, Wis.—Application for remote control operation of trans.

License Renewal

WASH (FM) Washington, D. C.—Commercial Radio Equipment Co. Application for license renewal.

Modification of CP

KUTF (FM) Salt Lake City—Utah Bcstg. & Tv Co. Mod. CP new fm station for extension of completion date.

KMJ-TV Fresno, Calif.—McClatchy Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to March 1955.

September 16 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations filed applications for renewal of license: WRHI-FM Rock Hill, S. C.; WIFM-FM Elkin, N. C.

Remote Control

Following stations filed applications for remote control operation of their transmitters: WAPX Montgomery, Ala.; WKAN Kankakee, Ill.; KSMN Mason City, Iowa; WRAL-FM Raleigh, N. C.

Modification of CP

WISH Indianapolis—Universal Bcstg. Co. Mod. CP for changes in DA and move trans. site for extension of completion date.

WAEL Mayaguez, P. R.—Mario Acosta. Mod. CP for change in facilities for extension of completion date.

KERO-TV Bakersfield, Calif.—Mod. CP new commercial tv station for extension of completion date to 4-5-55.

KTVU (TV) Stockton, Calif.—San Joaquin Telecasters. Mod. CP new commercial tv station for extension of completion date to 4-7-55.

WTLE (TV) Evanston, Ill.—Northwestern Tv Bcstg. Corp. Mod. CP new commercial tv station for extension of completion date to 4-12-55.

WISH-TV Indianapolis—Universal Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-20-55.

WMFD-TV Wilmington, N. C.—WMFD-TV Inc. Mod. CP new commercial tv station for extension of completion date to 12-28-54.

WTSK-TV Knoxville, Tenn.—South Central Bcstg Co. Mod. CP new commercial tv station for extension of completion date to 3-25-55.

September 17 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Chief, Broadcast Bureau—Granted petition for an extension of time to Sept. 22, to file a response to a Petition for Intervention, by Metropolitan Television Co. (KOA), Denver, Colo., in proceeding re application of Western Bcstg. Co. (KIFN), Phoenix, Ariz. (Docket 10914, BMP-6194) (Action of 9-14).

Columbia Bcstg. System Inc., St. Louis, Mo.—Granted petition for an extension of time to Sept. 21, to file a petition for review of a Memorandum Opinion and Order by Examiner on Sept. 13, denying Columbia's petition to enlarge issues relative to 220 Television, Inc. (Channel 11 proceeding) (Docket 8809 et al.) (Action 9-15).

Mountain City Television Inc., Chattanooga, Tenn.—Granted petition for an extension of time to Oct. 11, to file a reply to the Exceptions to the Initial Decision in Channel 3 proceedings (Docket 10438-39) (Action 9-15).

California Inland Bcstg. Co., Fresno, Calif.—Granted petition for an extension of time to Oct. 20, to file exceptions to the Initial Decision in Channel 12 proceeding (Docket 9050; 10650) (Action 9-15).

By Examiner Basil P. Cooper

Granted motion of WORZ Inc. for continuance to Oct. 11, 1954, for the exchange of exhibits to support the direct affirmative case of each applicant in Channel 9 proceeding, Orlando, Fla., and for continuance to Nov. 1, 1954, for further hearing (Docket 11081 et al.) (Action Sept. 16).

By Examiner Harold L. Schilz

Upon request of Van Curler Bcstg. Corp. [WTRI (TV)], Schenectady, N. Y., ordered that hearing re its application for Mod. of CP to change principal community to Albany, N. Y. and maintain main studio outside Albany (Docket 11156, BMPCT-2201) be postponed until further order of the Examiner or the Commission. (Action Sept. 15).

By Examiner Annie Neal Huntting

On the Examiner's own motion, continued until Sept. 30, the prehearing conference now scheduled for Sept. 20, re am applications of Mercer Bcstg. Co., Trenton, N. J., et al. (Docket 10931, et al.) (Action Sept. 15).

By Examiner Millard F. French

On the Commission's own motion, hearing scheduled for Sept. 13, in Channel 13 proceeding, Indianapolis, Ind., Indianapolis Bcstg. Inc., et al. was continued without date (Docket 8906, et al.) (Action Sept. 13).

By Examiner Elizabeth C. Smith

WELO Tupelo, Miss.—Tupelo Bcstg. Co. Granted petition for leave to amend its am application to show certain programming and engineering changes (Docket 11002, BP-8939); (Action 9-14). By Order Governing Hearing in this proceeding, stipulated agreements reached by the parties and ordered that the next prehearing conference will be held at 9 a.m., Sept. 24 and that the taking of testimony will commence on Sept. 30, 1954 (Action 9-16).

By Examiner Hugh B. Hutchison

Notice is given of prehearing conference re AM applications of Mid-City Bcstrs., Arlington, Tex., et al. (Dockets 11024-26 on Sept. 24, 1954 (Action Sept. 14).

By Examiner Thomas H. Donahue

Upon petition of counsel for the Broadcast Bureau and with the consent of the parties in Channel 7 proceeding, Seattle, Wash. (Queen City Bcstg. Co., Docket 9030 et al.), extended from Sept. 15 to Sept. 27, the time for filing replies to proposed findings (Action Sept. 14).

By Examiner Charles J. Frederick

Notice is given that further hearing in Channel 5 proceeding, involving application of The Seaton Publishing Co., Hastings, Neb., scheduled for Sept. 22, at 10 a.m., will commence instead at 9 a.m. on that date (Docket 10965) (Action 9-14).

Florida-Georgia Television Co. Inc., Jacksonville, Fla.—Granted petition for continuance of further hearing in Channel 12 proceeding, Sept. 20 to Sept. 27 (Docket 10833 et al.) (Action 9-15).

By Examiner Herbert Sharfman

By memorandum of ruling, granted petition of Evansville Television Inc. for leave to amend its tv application for ch. 7 at Evansville, Ind., to show certain changes resulting from the death of the secretary, treasurer, director and stock subscriber; record was reopened, proposed amendment accepted, record closed, and all parties were given leave to file additional proposed findings of fact and conclusions relating to present amendment by Sept. 21, 1954 (Dockets 10462 et al) (Action 9-14).

Zenith Radio Corp., Chicago—By memorandum opinion and order, ordered that proposed corrections of its McFarland data are allowed or disallowed as indicated (Docket 8917; et al, Channel 2 proceeding) (Action 9-15).

WICU Erie, Pa., Dispatch Inc.—Referred to the Commission motion to strike certain statements from the Resume of Basic Allegations which had been filed by the Chief, Broadcast Bureau (Docket 11048; BRCT-42) (Action 9-16).

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$ Thesaurus "Sell Effects" make powerful sales tools because they're different, really attention-getting... something extra only your salesmen can offer.

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September 17 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations filed applications for renewal license: WRCS Ahosekie, N. C.; WGWR Asheboro, N. C.; WWNC Asheville, N. C.; WSOC Charlotte, N. C.; WBBO Forest City, N. C.; WGBR Goldsboro, N. C.; WGTC Greenville, N. C.; WIRC Hickory, N. C.; WHKY Hickory, N. C.; WNOS High Point, N. C.; WGTL Kannapolis, N. C.; WFTC Kinston, N. C.; WLOE Leaksville, N. C.; WBUY Lexington, N. C.; WSYD Mt. Airy, N. C.; WPTV Raleigh, N. C.; WAYN Rockingham, N. C.; WRRF Washington, N. C.; WMFD Wilmington, N. C.; WAKN Aiken, S. C.; WANS Anderson, S. C.; WHAN Charleston, S. C.; WGTN Georgetown, S. C.; WESC Greenville, S. C.; WJAN Spartanburg, S. C.

Modification of CP

WFIE (TV) Evansville, Ind.—Premier Tv Inc. Mod. of CP new commercial tv station for extension of completion date to 4-10-55.

WJMR-TV New Orleans—Supreme Bcstg. Co. Mod. CP new commercial tv station for extension of completion date.

WMGT (TV) Adams, Mass.—Greylock Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to March 1955

KGEO-TV Enid, Okla.—Streets Electronics Inc. Mod. CP new commercial tv station for extension of completion date to 1-31-55.

WLTV (TV) Wheeling, W. Va.—Polan Industries. Mod. CP new commercial tv station for extension of completion date to 3-11-55.

WUNC-TV Chapel Hill, N. C.—U. of North Carolina. Mod. CP new educational tv station for extension of completion date to 11-6-54.

September 21 Applications

ACCEPTED FOR FILING

Remote Control

Following stations filed applications for remote control operation of their transmitters: KAMO Rogers, Ark.; WRUM Rumford, Me.

License Renewal

Following stations filed applications for renewal of license: WBBB-FM Burlington, N. C.; WMIT (FM) Yancey County, N. C.; WSOC-FM Charlotte, N. C.; WMFR-FM High Point, N. C.; WBUY-FM Lexington, N. C.; WPTF-FM Raleigh, N. C.; WNAO-FM Raleigh, N. C.; WRAL-FM Raleigh, N. C.; WREV-FM Reidsville, N. C.; WKFM (FM) Roanoke Rapids, N. C.; WFMA (FM) Rocky Mount, N. C.; WSTP-FM Salisbury, N. C.; WWGP-FM Sanford, N. C.; WSIC-FM Stateville, N. C.; WTNC-FM Thomasville, N. C.; WCAC (FM) Anderson, N. C.; WCSC-FM Charleston, S. C.; WIS-FM Columbia, S. C.; WFBC-FM Greenville, S. C.; WESC-FM Greenville, S. C.; WCRS-FM Greenwood, S. C.; WSNW-FM Seneca, S. C.; WDXY (FM) Spartanburg, S. C.; WALD-FM Walterboro, S. C.

Modification of CP

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. Mod. CP as mod., which authorized new tv station for extension of completion date to 3-20-55.

WTHT (TV) Wilmington, N. C.—Wilmington Tv Corp. Mod. CP new tv station for extension of completion date to 2-17-55.

APPLICATIONS RETURNED

WAIM Anderson, S. C.—Wilton E. Hall. Returned application for license renewal.

WJAY Mullins, S. C.—Mullins & Marion Bcstg. Co. Returned application for license renewal.

September 20 Applications

ACCEPTED FOR FILING

Renewal of License

Following applications were filed for renewal of license: WIST Charlotte, N. C.; WRRZ Clinton, N. C.; WEGO Concord, N. C.; WCKB Dunn, N. C.; WLON Lincolnton, N. C.; WTND Orangeburg, S. C.

Remote Control

Following stations filed applications for remote control operation of their transmitters: KFXD Nampa, Ida. (aux.): KDAL Duluth, Minn.; WRAL Raleigh, N. C.; KERG Eugene, Ore.

License for CP

WHFM (FM) Rochester, N. Y.—Stromberg Carlson Co. License to cover CP for changes in licensed station.

WDTV (TV) Pittsburgh, Pa.—Allen B. DuMont Labs. License to cover CP for changes in facilities.

Modification of CP

WCHS-TV Charleston, W. Va.—Mod. of CP for new tv station for extension of completion date to April 1955.

WPTV (TV) Ashland, Ky.—Polan Industries Inc. Mod. of CP for new tv station for extension of completion date to 4-13-55.

KNBH (TV) Hollywood, Calif.—National Bcstg. Co. Mod. of CP changes in existing station for extension of completion date to April 8, 1955.

WOBS-TV Jacksonville, Fla.—Southern Radio & Equipment Co. Mod. of CP new commercial tv station for extension of completion date to 4-12-55.

KBOI (TV) Meridian, Ida.—Boise Valley Bcstrs. Inc. Mod. of CP new commercial tv station for extension of completion date to 4-13-55.

WAAB-TV Worcester, Mass.—WAAB Inc. Mod. of CP for new commercial tv station for extension of completion date to 4-12-55.

KCRG-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co. Mod. of CP new tv station for extension of completion date to 4-12-55.

WFMJ-TV Youngstown, Ohio—Vindicator Printing Co. Mod. of CP new commercial tv station for extension of completion date to 5-13-55.

APPLICATIONS RETURNED

KVOX Moorhead, Minn.—KVOX Bcstg. Co. Returned application for remote control of transmitter.

WITA San Juan, P. R.—Electronic Enterprises Inc. Returned application for license to cover changes in facilities.

KDAV Lubbock, Tex.—Western Bcstg Co. Returned application for assignment of license to David P. Pinkston, Leroy Elmore and David R. Worley d/b as KDAV Ltd.

KGDN Edmonds, Wash.—King's Inc. Returned application for mod. of CP change name to Garden of the King Enterprises Inc.

September 22 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Hennock, Bartley, Doerfer and Lee, took the following actions:

Granted Extension

WOSA Wausau, Wis. — Alvin E. O'Konski. Granted extension of time to Dec. 31, 1954, to operate from present studios in Merrill, Wis., pending completion of main studios in Wausau.

Application Returned

The Commission returned application for renewal of license of WOOD-TV Grand Rapids, Mich., on ch. 8, because station is not now licensed on that channel but is oprating on same with STA (having moved from ch. 7 to 8 pursuant to show-cause order) and is subject to issuance of new license upon completion of authorized construction on ch. 8.

Renewal of License

The following stations were granted renewal of licenses for the regular period: WGHF-FM New York City; KSMN Mason City, Iowa; KUOW-FM Seattle, Wash.; WACH Newport News, Va.; WDON Wheaton, Md.; WDVA Danville, Va.; WGMS and WGMS-FM Washington, D. C.; WHAW Weston, W. Va.; WHLF (and aux.), So. Boston, Va.; WHLL Wheeling, W. Va.; WHTN-AM-FM Huntington, W. Va.; WINA Charlottesville, Va.; WINC Winchester, Va.; WITH, WITH-FM Baltimore, Md.; WJEJ & WJEJ-FM Hagerstown, Md.; WJLS & WJLS-FM Beckley, W. Va.; WJNA Orange, Va.; WJWS South Hill, Va.; WKLV Blackstone, Va.; WKNA & WKNA-FM Charleston, W. Va.; WKEY Covington, Va.; WKOY Bluefield, W. Va.; WKWK & WKWK-FM Wheeling, W. Va.; WKYR Keyser, W. Va.; WLEE & WLEE-FM Richmond, Va.; WLOG & WLOG-FM Logan, W. Va.; WMOD Moundsville, W. Va.; WMON Montgomery, W. Va.; WUST & WUST-FM Bethesda, Md.; WCOD Richmond, Va.; WRFL Winchester, Va.; WRVB Richmond, Va.; WRVC Norfolk, Va.; WTOP-FM Washington, D. C.; WBJC Baltimore, Md.; WSLS-FM Roanoke, Va.

Application Returned

Providence, R. I.—E. Anthony & Sons. Returned resubmitted application for new tv station on ch. 12 since facility is no longer available there. Action of Sept. 22.

September 22 Applications

ACCEPTED FOR FILING

License for CP

KSEW Sitka, Alaska—Voice of Sheldon Jackson Inc. License to cover CP new am station.

WLAK Lakeland, Fla.—Lakeland Bcstg. Corp. License to cover CP change daytime power.

WEAS Decatur, Ga.—WEAS Inc. License to cover CP change facilities of existing station.

KTLD Tallulah, La.—Howard E. Griffith. License to cover CP new am station.

WOKJ Jackson, Miss.—Dixieland Bcstg. Co. License to cover CP new am station.

WOKE Oak Ridge, Tenn.—Air Mart Corp. License to cover CP changes in facilities existing am station.

WINA Charlottesville, Va. — Charlottesville Bcstg. Corp. License to cover CP changes in facilities existing am station.

Modification of CP

WJDW (TV) Boston—J. D. Wrather Jr. Mod. CP new commercial tv station for extension of completion date from 10-12-54 to unspecified date.

License Renewal

Following stations filed applications for license renewal: KABC-TV Los Angeles; KHJ-TV Los Angeles; KTTV (TV) Los Angeles; KTLA (TV) Los Angeles; KFMB-TV San Diego, KRON-TV San Francisco; KPIX (TV) San Francisco.

APPLICATION RETURNED

WBCR Christiansburg, Va.—Vernon H. Baker tr/as Montgomery Bcstg. Co. Returned application for assignment of CP to Montgomery Bcstg. Co.

September 21 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Sept. 17

WLBK DeKalb, Ill.—DeKalb Radio Studios Inc. Granted authority to operate trans. by remote control.

The following were granted mod. of CPs for extension of completion dates as shown: WCHS-TV Charleston, W. Va., to 4-11-55; KGEO-TV Enid, Okla., to 4-13-55; WPTV (TV) Ashland, Ky., to 4-13-55; WMGT (TV) Adams, Mass., to 4-15-55; KCRG (TV) Cedar Rapids, Iowa, to 4-12-55; WBKB (TV) Chicago, Ill., to 4-16-55; KBOI (TV) Meridian, Idaho, to 4-13-55; WISH Indianapolis, Ind., to 3-20-55; WAEL Mayaguez, P. R., to 12-31-54.

Actions of Sept. 16

The following stations were granted authority to operate transmitters by remote control: KSLO Opelousas, La.; KSEI-AM-FM, Pocatello, Idaho; WLFA Lafayette, Ga.; KVFD Fort Dodge, Iowa; WTCM Traverse City, Mich.; WKAN Kankakee, Ill.; WRAL-FM Raleigh, N. C.; WAPX Montgomery, Ala.

The following were granted mod. of CPs for extension of completion dates as shown: WUNC-TV Chapel Hill, N. C., to 4-6-55; WJMR-TV New Orleans, La., to 4-1-55; WLTV (TV) Wheeling, W. Va., to 3-11-55; WFIE (TV) Evansville, Ind., to 4-10-55; KERO-TV Bakersfield, Calif., to 4-5-55.

Actions of Sept. 15

KGUL-TV Galveston, Tex. — Gulf Tv Co. Granted license for tv broadcast station; ERP: vis. 224 kw, aur. 120 kw; ant. 550 ft. (BLCT-189).

The following were granted mod. of CPs for extension of completion dates as shown: WMFD-TV Wilmington, N. C., to 3-29-55; WDEF-TV Chattanooga, Tenn., to 3-28-55; WISH-TV Indianapolis, Ind., to 3-28-55; WRAY-TV Princeton, Ind., to 3-11-55; WTSK-TV Knoxville, Tenn., to 3-25-55; WAPA-TV San Juan, P.R., to 4-12-55; KTVU (TV) Stockton, Calif., to 4-7-55; WTLE (TV) Evanston, Ill., to 4-12-55; KGDN Edmonds, Wash., to 12-17-54; WCAU-FM Philadelphia, Pa., to 10-6-54.

Actions of Sept. 14

The following stations were granted authority to operate transmitters by remote control: WSSB Durham, N. C.; KAPB Marksville, La.

(Continued on page 113)

Southwest AM & VHF

$225,000.00

Controlling interest in highly profitable property. Sufficient working capital already provided. Valuable fixed asset position. Possible to finance one half.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5881
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry on aeronautical problems created by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-2009
(nights-holidays telephone Herndon, Va. 114)

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Established network station needs commercial man for expanded sales program. Good town. Money making station. Apply by letter only, giving biographical sketch, experience and reference. Box 660E, B•T.

Texas station needs additional salesman. Straight salary plus commission and car allowance. Excellent opportunity for man formerly P.D. or announcer who wants to earn more money. Box 730E, B•T.

Representatives needed all regions to sell tape syndicated features on commission basis. Box 748E, B•T.

Local salesman—$400.00 a month draw against 20% on local and 5% on locally-inspired national. 5000 watt network affiliate in metropolitan Iowa city. Hard sell can produce excellent income. Box 755E, B•T.

Experienced salesman-announcer for 1kw southern independent. Prefer southerner who is looking for permanent position in a one station market. Send complete details to Box 760E, B•T.

Experienced salesman for southern kilowatt daytime independent in single station market. Good salary-commission to a man who can take complete charge of commercial department. Send complete details to Box 761E, B•T.

If you can announce and sell radio advertising, if you love money more than beautiful studios, if you are sober and are willing to work hard, you should answer this ad and tell all about yourself. You can earn from one hundred to one hundred and fifty per week working at my little radio station. Box 766E, B•T.

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Wanted, experienced salesman who is interested in permanent, good paying position. Must have proven record and ideas. Good working conditions in small southwestern city. No high pressure selling. Station planning extensive expansion. Send full information and references first letter. Box 794E, B•T.

If you can sell radio time, and have a good character, we have an excellent permanent position for you. Liberal commissions with guaranteed draw. Prefer man from southwest. No drifters please! We want permanent man. Income unlimited for right person. Kay Fancher, Commercial Manager, KPDN, Pampa, Texas. Phone 4-7461.

We need two top-flight men to sell radio. Prefer radio background. Earnings unlimited. Good salary. Extra large commissions. WAFB Radio, sister station of WAFB-TV. If interested contact us immediately. Ron Litteral, WAFB Radio, Baton Rouge, La.

Wanted: Experienced salesman for new daytimer in top market. Must be experienced, sober and reliable. Excellent proposition for hard working family man that wants to work and live in fine city. Contact John C. Greene, Radio Station WSRC, Durham, North Carolina.

Experienced top-flight immediately. Must want to earn at least $10,000, live in exceptionally wealthy small college town. Permanent. You probably have now reached your limit and your employer will regret losing you. New station. WWBG, Bowling Green, Ohio. Phone 3-1334.

Announcers

1st combo, salesmen and announcers. **Indiana.** Box 458E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Help Wanted—(Cont'd)

We are one of the quality stations in the midwest. We are looking for a top staff announcer who can offer the following in return for excellent salary and working conditions: Commercials, news and mature disc jockey presentation. Furnish resume, tape and picture. Box 659E, B•T.

Steady announcer with control board experience. Strong on news and music. Established Michigan net-affiliate. Box 664E, B•T.

DJ, strong on rhythm in blues and selling own program. Established program and station. New York State. Box 678E, B•T.

The man we are looking for is better than the average disc jockey, now working in a small market. He is original in thought, has new ideas, looking for larger market with unlimited opportunities. He has at least five years experience as a disc jockey, and wants to work in a metropolitan southeastern market. Send photo, tape or disc, complete resume and references first letter to Box 702E, B•T.

Virginia kw wants staff announcer. Prefer southeasterner. Drifters need not apply. Start $1.25 hr. Future depends on ability. Send tape, photo, resume to Box 733E, B•T.

Opening, wide-awake morning announcer, small Alabama station. $70.00 start for right man. Must keep it fresh. Box 763E, B•T.

$75 to start for good, versatile announcer with show-wise, good frequency midwest independent. Send photo and details, will ask for audition. Box 768E, B•T.

Experienced announcer with first phone. Excellent paying opening immediately. Engineering ability unnecessary. Rush tape and background. Box 806E, B•T.

Excellent opportunity for experienced announcer-salesman from middlewest or west for farm-ranch area. Contact KCNI, Broken Bow, Nebraska.

Experienced announcer with sportscasting specialty WCEN, Mt. Pleasant, Michigan.

Announcer-control board operator for WGNY, Newburgh, N. Y. Auditions will be held at 161 Broadway, Newburgh, October 7 and 8. If you have not had two years' commercial experience, do not apply. Salary attractive and dependent on your capabilities. Please bring written resume of experience and list of references. No tapes.

Top morning man for 5 kw regional, in west Michigan. Send tape, resume and minimum salary to John Hunter, WKNK, Muskegon, Michigan. All replies answered, tapes will be returned.

Combination announcer - engineer needed by Florida newspaper-owned station. Must have 1st class ticket, however announcing ability most important. Submit background, tapes and minimum acceptable salary to Jerry Stone, WNDB, Daytona Beach, Florida.

Expanding organization, makes opportunity for combination announcer-engineer (first phone) to join growing 5 kw regional in west Michigan. Send tape and resume to John Hunter, WKNK, Muskegon, Michigan.

Announcer—operator, first phone. Preferably capable sports, emphasis announcing all consider for vacancy. Michigan 5 kilowatt independent. WTVB, Box 32, Coldwater, Michigan.

If you have first class, see Technical WWBG.

Technical

Chief engineer for N. C. daytimer with remote control. Want settled experienced man who will maintain equipment. Some announcing ability preferred for relief work but not absolutely necessary. Good position for second engineer who wants to move up. Apply Box 777E, B•T.

Wanted, chief engineer and announcer, 1000 watt Gates equipped, daytime station. Remote control operated. Must be qualified to maintain equipment. Good salary and bright future for right man who wants to settle down. Apply KJIM, Box 2673 Beaumont, Texas.

Help Wanted—(Cont'd)

Needed October 1, chief engineer who can announce. Send letter and tape to Radio Station KMHT, Marshall, Texas.

Wanted: Engineer-announcer, permanent position, no floaters, best of working conditions, start $56.00 for 40 hours. Send tape, KPOW, Powell, Wyoming.

First phone operator. Immediate opening. Give full particulars first letter. WASA, Havre de Grace, Maryland.

Chief engineer-announcer. Gospel daytime station. Call or write, Fred Staples, WCRE, Cheraw, South Carolina.

Assistant chief engineer . . . advancement to chief in near future. Responsible position for a responsible, capable engineer. Send resume of experience and references to John L. Hunter, WKNK, 5 kw regional, Muskegon, Michigan.

Engineer, first ticket, immediately to supplement new daytime station. Must have announcing ability and prefer this to engineering. Permanent. Housing. To right man an exceptional opportunity. WWBG, Bowling Green, Ohio. Phone 3-1334.

Production-Programming, Others

Newsman, some experience, radio or newspaper. Eastern station, strong on local coverage, no announcing. Box 661E, B•T.

Livewire program director wanted for NBC affiliate in northwest. Good market, station paying better than average salary. Send tape, experience, photo to Box 681E, B•T.

Television

Managerial

Uhf permittee in large midwestern market requires services of general manager, commercial manager and program director. Replies held in strictest confidence. Please list experience and compensation desired. Station to be on air in six to eight months. Box 779E, B•T.

Salesmen

Splendid opportunity for aggressive, experienced tv salesman; midwest metropolitan market. In answer include experience, income required, and availability. Box 816E, B•T.

We need two top-flight men to sell television. Prefer radio or television background. Earning will be unlimited with good salary and extra liberal commissions. Successful four network station with strong local programming market area, 350,000. If interested, contact us immediately. Ron Litteral, WAFB-TV, Baton Rouge, La.

Announcer

Tv announcer must be able to sell. Forward tape, references and background. Good proposition for right man. Box 785E, B•T.

Technical

Opening for experienced, first class, tv transmitter, operating and maintenance engineer—vhf station. Address Box 710E, B•T.

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $350 per month to start depending on experience. Wage contract with graduated increases. Send photo—employment history—references. Box 713E, B•T.

Experienced engineer in audio and video studio maintenance. Box 754E, B•T.

Tv technician for community antenna system Durango, Colorado. Send experience, salary, photo. Durango TV Net., 2354 S. Humbolt, Denver, Colorado.

Television technician for Air Force tv station in Maine. $4000 to start. Good housing and recreational facilities available. Applicants must have good maintenance and repair background. Apply, Civilian Personnel Office, Limestone Air Force Base, Limestone, Maine.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.

Girl Friday who can handle radio traffic and copy department. Also chance for tv work. Send experience, samples, photo and references. Good deal for right applicant. Box 786E, B•T.

Situations Wanted

Managerial

CM would like chance to manage south. Can only offer man who thinks radio. Give me security. I'll work my heart out for you. Reply to Box 776E, B•T. Family man, age 37.

Manager available. New or established small station. Excellent record, references. Box 771E, B•T.

A business getting manager-sales manager would like change to good station. Want permanency minimum guarantee, hundred weekly and commission. Seventeen years selling. Sober, reliable. Box 788E, B•T.

Hard working station manager desires position in southeast. Can handle management and sales in small market. Best references. Box 791E, B•T.

General manager—15 years experience, all phases radio. Successful. Desires permanent managerial position in growing market. Phone, wire or write: W. Wallace Robinson, 315 E. Monroe Avenue, Alexandria, Virginia. Overlook 3-4668.

Salesman

Missourian, employed, six years experience selling, programming, copywriting, announcing on local station. Box 781E, B•T.

Salesman-morning man desires job in southeast. Can sell on and off the air. Box 792E, B•T.

Need a good salesman, radio-tv? Four years experience. Excellent sales record, best references. Stable operation only. Box 801E, B•T.

Young man seeks real sales opportunity. Experienced in radio and television. Solid selling. Relocate in any area. Box 815E, B•T.

Announcers

Announcer, combo, newscaster, DJ, can write good copy. Available imediately. Box 563E, B•T.

Announcer, 29—8 years experience, two as program director with extensive writing background and limited sales experience wishes to locate with sound and progressive station. College grad. —family man. Box 665E, B•T.

No beginner. Seven years experience major conference basketball—all sports. Can combine as PD or sales promotion. Top references. Box 695E, B•T.

Experienced staffman. Newsman, DJ, Good voice. First phone. Negro. Box 719E, B•T.

News, commercial, DJ, recent broadcasting school graduate, veteran, college, locate anywhere. Box 731E, B•T.

Attention small stations—voice of the golden throat—available now. Box 735E, B•T.

Announcer—versatile, experienced in all phases, DJ. Preferred. Want to stay in Michigan or surrounding states. Box 740E, B•T.

Announcer. Five years experience news, DJ. Capable. Finest references. College graduate. Box 744E, B•T.

Baseball 1955. Top-flight sportscaster did major league re-creations play-by-play, available. Box 745E, B•T.

First phone. Want announcing or engineering position. Prefer West Coast. Box 747E, B•T.

Announcer, experienced, radio-tv; NBC trained; Columbia graduate; married. Box 749E, B•T.

Announcer, newscaster, staff, DJ, sports. Versatile and dependable. Definitely experienced. Box 751E, B•T.

Announcer-DJ, 21, draft exempt, single, college grad., energetic, ambitious. Experience: Tape and disc recording, board, continuity, sports, news. 3rd class ticket—prefers midwest location. Box 758E, B•T.

Top tv-radio announcer—news, sports, deejay. Good man seeking good position. Box 765E, B•T.

Announcer, thoroughly experienced, news, special events, Michigan. Desire change. Box 770E, B•T.

Staff announcer—recent graduate. Strong on news, DJ. Can relocate. Box 775E, B•T.

Situations Wanted—(Cont'd)

Announcing or staff, or both. Thorough professional and academic background theatre, music, arts. Radio-tv training NBC, Julliard, American Academy, Columbia Theatre Wing. Member AFTRA, AEA, AGMA, AGVA. B.A. (lit.), M.A. (music, art). Partial PhD. Combat veteran, single. Seven languages. Direct, conduct, announce, act, sing, MC; continuity, copy, commercial art, layout; news, classical DJ. Box 782E, B•T.

Announcer, clever deejay, strong news, smooth commercials. Some experience. Single, veteran, travel anywhere, tape, resume. Box 783E, B•T.

Announcer, strong news, music, commercials. Presently employed, sales experience. Veteran, single, will travel, tape, resume. Box 784E, B•T.

Experienced staff, play-by-play, DJ, seeks permanency with fulltime midwest independent. Married. Box 787E, B•T.

Experienced announcer, excellent news, commercials, DJ. Information on request. East or south. Box 793E, B•T.

Young, ambitious, Midwestern graduate. Staff announcer, news, DJ, operate console. Travel, tape. Resume. Box 796E, B•T.

Announcer-writer. Midwestern graduate. Strong on news, commercials, music. Tape, photo, resume. Will travel. Box 797E, B•T.

Announcer—good news — strong sports — smooth platter man—single—dependable. Veteran—light experience—available now. Travel—tape—references. Box 798E, B•T.

Graduate from SRT, wishes position as radio announcer. Good reference. Box 799E, B•T.

Announcer desires position with radio-tv station. Presently employed New York City with leading network in administrative position. Will relocate. New England or midwest preferred. Tape and resume available. Box 803E, B•T.

Negro announcer—DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 804E, B•T.

Announcer, 5 years experience, presently employed. Wants to move-up. Prefer station in Virginia-North Carolina area. Box 810E, B•T.

Our program director, eight years experience, with us 3½ years, desires advancement opportunity as PD-announcer, contact: Sam Blessing, KMAN, Manhattan, Kansas.

Sportscaster—deejay-staff. Strong play-by-play. Three years experience. College graduate, veteran. Prefer heavy music-sports station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Staff announcer: Light experience—strong on commercials—news—will travel. Victor Davis, 640 West 170 Street, New York, N. Y.

College. Graduate of Midwestern Broadcasting School. Experienced in board, DJ, news, sports. Write Ed Day, 52 West 71st, Chicago 21, Illinois.

Experienced announcer. Friendly style. Draft exempt, car. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Announcer, versatile, strong news, commercials. Impersonations, experience light. Reliable. Single 22, veteran. Tape on request. Lee Freeman, 557 Bushwick Ave., Brooklyn 6, N. Y. HY 7-1650.

Staff announcer, limited experience. Edward Hickey, 321 E. 43 Street, New York City.

Negro staff announcer—DJ. Operate console, write copy, continuity. Tape, photo, resume on request. Columbus Jenkins, 1802 W. 13th Street, Chicago, Ill. Canal 6-4219.

Available immediately, permanent work only. Announcer-newscaster, experienced all phases. Married, tape, resume. Walter H. Kalata, Ironwood, Michigan. 1611.

Staff announcer, news—sportscast, friendly DJ shows, play-by-play sports, accent on future. Married, will settle, can travel. Joe Lynch, 195 Elmwood Drive, Clifton, N. J. Phone MUlberry 4-6941.

Announcer, veteran, married, strong on news, good commercials, DJ personality. Seeks permanent connection, will travel, tapes furnished on request. John Mulderrig, 407 Woodbine Street, Brooklyn, New York. Phone HE 3-8549.

Situations Wanted—(Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Announcer-girl Friday. Prefer small station. Tape, resume, available. Lucille Schaller, 5016 N. Winthrop, Chicago.

Everyone needs that first break. I'm looking for mine. Tape, info, Jimmy Whipkey, 338 Charles, Warren, Ohio. Phone 4-6545.

Announcer, writers, producers, familiar with sports, music, news; trained in all phases broadcasting. Available now. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C.

Technical

Engineer—first phone license. Technical school graduate. 2½ years experience transmitter, including uhf. Box 736E, B•T.

Engineer, first class ticket. Ambitious, excellent references. Progressive station anywhere. Box 746E, B•T.

Six years of am-fm and tv experience. Last year installed tv station as chief. Desire relocation. Box 752E, B•T.

Engineer, experienced. Chief maintenance, remote, construction. Box 764E, B•T.

Station reorganization makes available 1st class engineer-announcer, presently chief 2½ years. Family man desiring permanency. Recommend highly. WMFC, Monroeville, Alabama.

Engineer 1st class, some announcing, desire station in small town. References. Henry L. Ankeny, 420 South 16, Clarinda, Iowa.

First phone, second telegraph, ship radar, and ham. Single, 34, steady and conscientious worker. Have car. Edward Johnson, RFD No. 1, Box 77, Mass, Michigan.

First phone, 5 years am experience, seeks permanent employment. Drennon Kenny, 1708 Lucile, Wichita Falls, Texas. Phone 3-8990.

Production-Programming, Others

Newsman, with light experience, needs job in middle-west or west. Experience in rewrite, special events and news delivery. Married. Prefer personal interview. Box 738E, B•T.

Re-enlistment bonus ain't enough! Program director, emcee, announcer for regional overseas Army Radio Network must relocate in January. Happily married to broadcasting for six years. Looking for a new love that'll last. Am-tv announce, manage, PD, or DJ. Pre-service metropolitan DJ show "Hoopered" over a million listeners, 300 letters a week. Southern California, upper midwest preferred. Don't drink, smoke. Tape and resume sent pronto. You'd be so nice to come home to! Write Box 762E, B•T.

Successful, experienced PD seeks executive position, larger station. Best references. Box 772E, B•T.

Program director—9 years experience, 27, B.A. degree. Best references. Box 807E, B•T.

Available: Recently fired, toothache suffering news and sports director. Box 809E, B•T.

Seek position—copywriting and air-work. Marie Garr, 425 Lester, Leonia, New Jersey.

Continuity director . . . radio-tv. Married . . . travel . . . details. P. O. Box 1616, Ponca City, Oklahoma.

Television

Managerial

Commercial manager—experienced tv account executive. Strong on sales. National representative background. Family man. College graduate. References. Box 743E, B•T.

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Situations Wanted—(Cont'd)

Qualified! Twenty years successful advertising and managerial experience—newspaper, radio and now television. Permanency and future all important. References of highest character. Full personal and business history plus reason for wanting change. Available weekend interview —ahem—at your expense. Box 769E, B•T.

Salesmen

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Announcers

Experienced, capable tv staff announcer, presently employed. Seeks more progressive station. Photo, tape, resume and references, available on request. Box 756E, B•T.

Production-Programming, Others

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 657E, B•T.

News director, young, experienced radio-television-film; currently employed by large station; excellent references; have developed original and profitable news-program ideas. All details on request. Box 680E, B•T.

Experienced cameraman — presently employed. All studio operations. Video, audio, lighting, floor manager, some directing. Desires position —operations-production. Box 750E, B•T.

Tv program director. Ten years am-tv experience. Outstanding qualifications of executive ability, showmanship and know-how to direct all phases of integrated programming-production operations. Radio: Announcer, DJ, news editor, program director, station manager. Television: Top commercial announcer, air personality, senior producer-director midwest vhf. Freelance writer, current series for national exposure. College education, age 28, family man, civic leader, best references. Personal interview for sound, progressive tv station offering real opportunity, permanent position. Box 753E, B•T.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copy Writers
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Situations Wanted—(Cont'd)

Got CP? Thoroughly experienced PD put two stations on air. Can do same for you. Box 773E, B•T.

PD, six years experience radio-tv seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 774E, B•T.

Young man, college graduate, currently associated with leading tv network in administrative position, desires affiliation with agency tv-radio department or film producing company. Experience, production, acting, announcing. Box 802E, B•T.

Program-production manager, 9 years experience, 27, B.A. degree. Best references. Box 808E, B•T.

Film editor-director, presently employed 100 kw vhf, forced to relocate midwest or east due to family commitments. Directing and film production experience. Know-how to efficiently yet economically operate your film department. Charles Dely, KCEN-TV, Temple, Texas.

For Sale

Stations

$30,000 down to handle 1000 watt single station midwest independent. A dream for single or partnership operation. I earned $30,000 last twelve months as single operator. Even greater potential with more competent salesmen. Box 716E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

Complete RCA equipment for 1 kw uhf television station original cost $125,000.00, yours at 50¢ on the dollar. Box 741E, B•T.

For sale 2 DuMont stabilizing amplifiers with remote control panels, DuMont type 303A oscilloscope, DuMitter, two Craftsmen tv receiver chassis with all tubes, reducer cone for RCA dummy load micromatch connection and Simpson volt ohmmeter, make offer. Box 742E, B•T.

One Collins T-20 transmitter cabinet with necessary equipment for three-tower phasing control. Write or call Dexter M. Ferry, Chief Engineer, KNED, McAlester, Okla.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Two RMC vertical pick-ups $85.00. Magnemite recorder, slightly used, modified for low impedance mike. Best offer. Chief Engineer, WFLO, Farmville, Virginia.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Wanted to Buy

Stations

Broadcaster with 22 years in business wants to buy or lease radio station, small or medium market, east, south, midwest. All replies confidential. Box 789E, B•T.

Experienced radio operator wants to buy all or part of station in town less than 25,000. Prefer N. C., S. C., Virginia, Florida, Kentucky. Replies confidential. Box 790E, B•T.

Do you have small or medium market radio station in middle-west or west? Experienced broadcaster wants to buy for private resident operation. Confidential. Box 812E, B•T.

Equipment Etc.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Wanted to Buy—(Cont'd)

Clark phase monitor, type JI-108A (51.5 ohms, 1420 kc); three shielded, insulated sampling loops (52 ohms) five sampling lines RG1OU; three 510' each; 1400'-1⅝" transmission line; field intensity meter RCA type WX-2C. Box 778E, B•T.

Wanted frequency monitor in good condition for fm station. Contact Radio Station WSAM, Saginaw, Michigan. Telephone 2-8161.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

ANNOUNCER

We need a good, seasoned, all-around announcer who is ready to move-up as a solid news and special events man. Must be anxious to run the department and willing to make a name for himself in a good-sized inland Massachusetts city. Send tape immediately with first letter to Box 734E, B•T.

CALIFORNIA RADIO STATION NEEDS FARM PROGRAM MAN

Experienced top-flight farm program announcer for top station in ideal California market. Must have knowledge of farm programs, on the farm interviews, farm program content and what it takes to command listening by farm audience. You will be in program department writing commercial copy and doing other on the air work with emphasis on farm programs. First phone helpful but not necessary. Send complete resume including schooling, all jobs held, references, photo and tape cut at 7½ rpm to Radio Station KSBW, Salinas, Calif.

Television

Help Wanted

Production-Programming, Others

HEAD OF FILM DEPARTMENT WANTED
by Metropolitan TV Station

Must have experience in supervision of film cutters, librarians, etc. and thorough knowledge of the TV film market. A permanent opportunity for qualified man. Address all replies to Box 805E.

Situations Wanted

Managerial

TOP AM-TV EXECUTIVE

20 years experience. Currently employed on one of the highest rated daytime AM-TV programs. Experienced in every phase of AM and 2 years experience in writing and production of TV programs. Would like to leave so-called "Big Time" for peace and security in average market, preferably West or Northwest. Can manage, direct programs, handle public relations or sales promotion. Much contact with agencies; could handle top spot in radio-TV department. Salary dependent upon location and future. Box 800E, B•T.

Situations Wanted—(Cont'd)

TV or AM STATION OR SALES MANAGER

Available now, top flight AM or TV Station or Sales Manager; seven years experience in metropolitan, competitive markets. Full knowledge sales, programming and station operation. Heavy on sales emphasis. Desire base, commission arrangement. Married. Resume on request.

Box 811E, B•T

BARNEY GOLDMAN

is out of a job

ZIV's whirlwind sales rep. from 1941 to '50; then exec. with a big mid-western dairy and finally general sales manager for Guild Films IS OUT OF A JOB!

A million dollar annual operator with a terrific background of mid-west radio and TV contacts. Available for "immediate delivery." University background . . . married . . . 3 children. Rarin' to go and ready to produce. "I'm tired of loafin'" . . . get in touch with

BARNEY GOLDMAN
626 Washington
Phone Wilmette 4928
Wilmette, Illinois

Production-Programming, Others

NEWSCASTER

NEWSCASTING that's colorful, warm, authoritative, distinctively different, plus enterprising news-sense hold highest ratings & A-1 sponsors at 5 kw Midwest net where I'm employed. Long, thorough experience. Highly competent all phases broadcast news, special events. Mature; B.S.; former newspaperman; award winner; good appearance. SDX & RTNDA. Want major market, radio or TV, where my ability & work investment can produce greater returns.

Box 646E, B•T.

Television

Managerial

GENERAL MANAGER

TV

COMMERCIAL MANAGER

Available October 1st

Broad experience and responsibilities as V.P., Director, Stockholder and Commercial Manager of one of Nation's leading UHF stations in major market. Widely known throughout industry, outstanding record of accomplishments. Highly thought of by own staff, as well as, by top network and agency executives. Excellent knowledge of all phases of TV, including engineering and programming. Earlier background includes 50,000 watt radio, CBS, and over fifteen years in advertising, sales and sales promotion, and still under forty. Family man, willing to relocate for right opportunity—VHF frequency preferred. Now available for personal interview.

Box 813E, B•T

Situations Wanted—(Cont'd)

GENERAL SALES MANAGER

Nine years actual television experience in sales and sales management. Seven years with one outstanding TV operation. Presently employed as General Manager with VHF station with outstanding record. Seeking offer to apply this background of success and market with greater potentiality. Available October 1. Available personal interview at any time.

Box 759E, B•T.

For Sale

Equipment Etc.

AVAILABLE IMMEDIATELY

UHF–TV TRANSMITTER CHANNEL 38

If you're building a UHF station or satellite, this is for you! A perfect-condition, almost-new unit, ready for action!

Incl. RCA-TTU1B 1KW UHF transmitter, RCA-TTC1B control console, side band response analyzer visual demodulator, transmission lines, dehydrator, 90-degree elbows, adaptors, cover plates, gas stop, etc. For complete details, contact

GREAT PLAINS TV
4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

TT-23-A GENERAL ELECTRIC 20KW TRANSMITTER INSTALLATION CONSISTING OF:

TT-6-E Driver
TF-4-A Amplifier
TY-28-H 12 Bay Antenna
1000 Feet Andrew T-453 Transmission Line
500 Foot Emsco 6 RT Guyed Tower

Above equipment presently in use and may be seen in operation. Reason for selling: Building new maximum power plant for 1249-foot height. Will sell equipment separate, but will make special price for package sale.

KGUL-TV
Galveston, Texas

For Sale—(Cont'd)

FOR SALE:
8/828 Tubes 18/811 Tubes
1/829-B Tube 5/814 Tubes
4/8000 Tubes
THESE TUBES ARE NEW
KBUR, BURLINGTON, IOWA
ATTN: JOHN GALLINO, Chief Engineer

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand

NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
Starts new term Sept. 27
Enroll Now. DE 2-5580
Placement Service

GET YOUR FCC LICENSE NOW
Accelerated tutored course. Need only high school training or equivalent. 1st Class Radio-Telephone Commercial License.
Day or Evening
New Classes starting very soon
RAD-TEL CONSULTANTS
1 Beekman Street
New York 38, N. Y. WOrth 4-1180

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

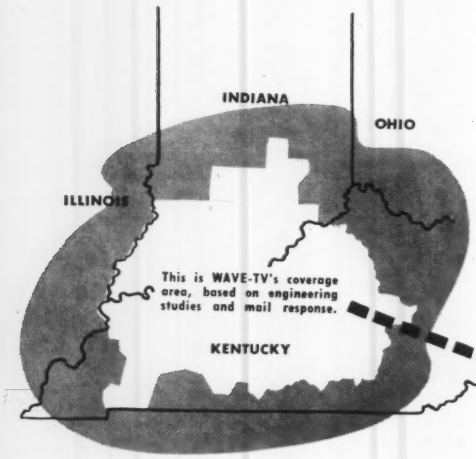
CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

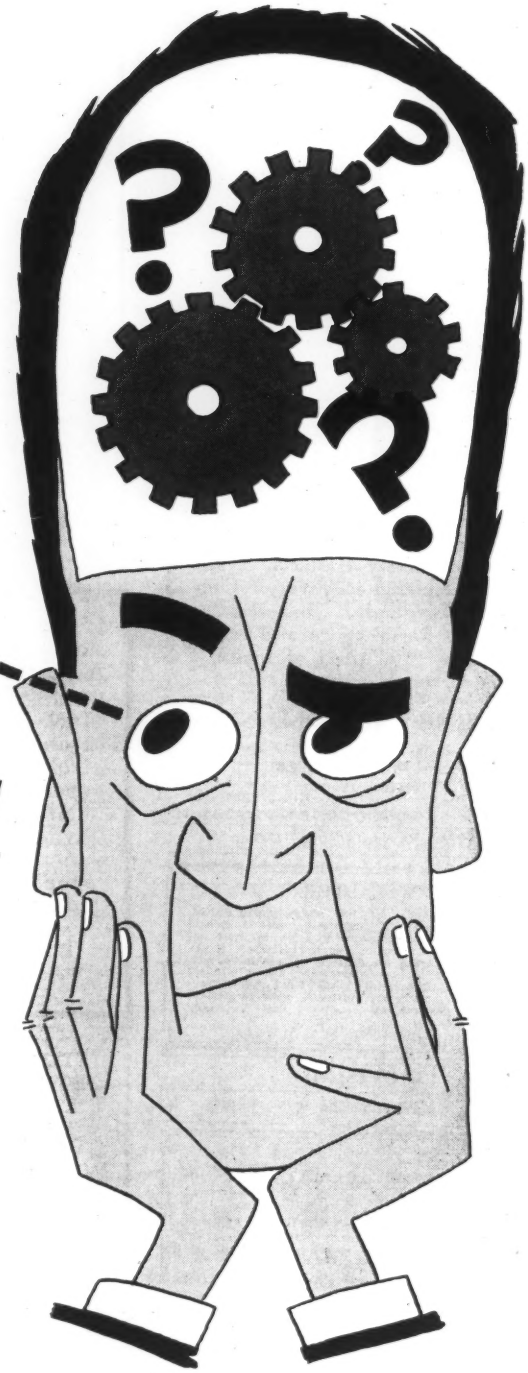
WANTED TO BUY: ALL OR PART INTEREST RADIO-TV STATION

Experienced broadcaster with adequate financing wants to buy TV or Radio-TV property within the 40th to 80th market range; one now in black or could soon get there with more financing and know how. Will buy all or control. Prefer South or West, but will consider other. All replies held in strictest confidence.

Box 795E, B•T

WONDERING?





If you are wondering how to get the biggest TV audience in Kentucky and Southern Indiana — ASK YOUR REGIONAL DISTRIBUTORS!

Now you can quit wondering, pondering or "thinking" about what TV station to use in Louisville! Grab your telephone, and ask your distributors anywhere within 100 miles—

"What is your favorite Louisville television station?"

Lots of busy ad men have reached some quick and accurate conclusions this way. We bet you can, too!

WAVE-TV

CHANNEL 3 · LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

(Continued from page 106)

WEBY Milton, Fla.—Milton Bcstg. Co. Granted license for am broadcast station; 1330 kc, 1 kw, D (BL-5434).

KSDA Redding, Calif.—VALR Inc. Granted license for am broadcast station; 1400 kc, 250 w, U (BL-5427).

KBIM Roswell, N. M.—Taylor Bcstg. Co. Granted license covering increase in power and installation of new trans. (BL-5430).

WMCA New York—WMCA Inc. Granted license covering changes in frequency control equipment (BL-5426).

The following were granted mod. of CPs for extension of completion dates as shown: KOIN-TV Portland, Ore., to 3-15-55; KUTF (FM) Salt Lake City, Utah, to 12-8-54.

Actions of Sept. 13

KELO-TV Sioux Falls, S. D. — Midcontinent Bcstg. Co. Granted license for tv broadcast station (BLCT-178).

KFDX-TV Wichita Falls, Tex.—Wichtex Radio & Tv Co. Granted license for tv broadcast station (BLCT-159).

WPTZ (TV) Philadelphia—Westinghouse Bcstg. Co. Granted license for tv broadcast station (BLCT-177).

WAVE-TV Louisville, Ky.—WAVE Inc. Granted license covering changes in facilities of tv broadcast station (BLCT-192).

KMJ-TV Fresno, Calif.—McClatchy Bcstg. Co. Granted mod. of CP for extension of completion date to 3-29-55.

ACTION ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

WOPA Oak Park, Ill. — Village Bcstg. Co. Granted petition for leave to amend its am application (Docket 11163; BP-9271) to change name of applicant to partnership doing business under same name (Action Sept. 16).

By Examiner Hugh B. Hutchison

Issued memorandum opinion, notice of hearing conference and orders, in re applications of Southern W. Va. Television Inc. and Daily Telegraph Printing Co. for Ch. 6 in Bluefield, W. Va. (Dockets 11042-43), setting aside "Preliminary Order Governing Hearing" issued by former Examiner, Claire W. Hardy, on July 6, and cancelled his order continuing date for taking of testimony from Sept. 13 to Sept. 20. Informal conference will be held in this proceeding Sept. 27 and formal conference Oct. 7 (Action Sept. 20).

By Examiner Fanney N. Litvin

Chief, Broadcast Bureau—Granted petition for indefinite continuance of hearing in re application of Western Bcstg. Co. (KIFN), Phoenix, Ariz. for am facilities (Docket 10914; BMP-6194); and hearing conference now scheduled for Sept. 21 and hearing scheduled for Oct. 18, are continued without date until further order of Commission (Action of 9-20).

Arkansas Tv Co., Little Rock, Ark., and Arkansas Telecasters Inc., N. Little Rock, Ark.—Granted motion of Arkansas Telecasters for continuance of hearing from Oct. 4 to Oct. 11, in re applications for Ch. 11 (Dockets 10610-11) (Action taken 9-17).

By Examiner William G. Butts

Chief, Broadcast Bureau—Granted petition to stay hearing now scheduled for Sept. 23 in re application of Port Huron Bcstg. Co. (WLEW), Bad Axe, Mich. (Docket 10944), until decision has been rendered by Commission on motion presently pending before it, and said hearing was continued without date (Action Sept. 17).

By Examiner Herbert Sharfman

On request of Broadcast Bureau, postponed prehearing conference scheduled for Sept. 20 to Oct. 1, in re applications of Southern Ind. Bcstrs. Inc., Newburg, Ind., and Mt. Vernon Bcstg. Co., Mt. Vernon, Ind. (Dockets 11076-77) (Action Sept. 17).

TELESTATUS

September 27, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to .nat source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown

Decatur†—
►WMSL-TV (23) Walker; 15,942

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 98,108

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 98,108
►KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 30,226

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to start regular programming:

KTVX (TV) Muskogee, Okla. (ch. 8), Sept. 18.

CKLW-TV Windsor, Ont. (ch. 9), Sept. 16.

WLOS-TV Asheville N. C. (ch. 13), Sept. 18.

►KVOA-TV (4) ABC, NBC; Raymer; 30,226

Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,410

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 72,967
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,851

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

do
KEDD's
Local Programs
have
MAIL PULL?
KEDD
WICHITA
AND
HOW!
Gene McGehee's FRIDAY NIGHT DANCE PARTY
has an average Mail Pull of more than 1,000 pieces every week.
More factual proof that KEDD's local programming is way out in front, in showmanship and production know-how.
"Dance Party" and KEDD's other special features give you the most in home impact and increased sales on a local level
See Petry for National or Regional Participation.
ONE-QUARTER MILLION WATTS
Represented by
Edward Petry & Co., Inc.
KEDD
NBC
WICHITA, KANSAS
ABC

NEVER DREAMED OF SUCH COVERAGE

120,475

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bridging the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS – DUMONT

represented by
WEED TELEVISION

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 78,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100

Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 123,354
► KMJ-TV (24) CBS, NBC; Raymer; 100,444
KARM, The George Harm Station (12) Bolling; Initial Decision Aug. 31

Los Angeles—
► KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,882,304
► KHJ-TV (9) DuM; H-R; 1,882,304
► KNBH (4) NBC; NBC Spot Sls.; 1,882,304
► KNXT (2) CBS; CBS Spot Sls.; 1,882,304
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,882,304
► KTTV (11) Blair; 1,882,304

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 998,260
► KPIX (5) CBS, DuM; Katz; 998,260
► KRON-TV (4) NBC; Free & Peters; 998,260
► KSAN-TV (32) McGillvra; 97,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 73,538

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692

Stockton†—
► KOVR (13) Blair
► KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 50,074
► KRDO-TV (13) NBC; McGillvra; 20,000

Denver—
► KBTV (9) ABC; Free & Peters; 227,882
► KFEL-TV (2) DuM; Blair; 227,882
► KLZ-TV (7) CBS; Katz; 227,882
► KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954

Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,700

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) ABC, DuM; H-R; 10/21/53-9/25/54 (granted STA Sept. 8)

New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55

Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000

Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000

Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown

West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Dec. '54
► WIRK-TV (21) ABC, DuM; Weed; 32,500
► WJNO-TV (5) NBC; Meeker; 201,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 104,054

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662

Rome†—
► WROM-TV (9) Weed; 134,290

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WEKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 72,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
WINT (15) See Waterloo
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 195,201
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
WINT (15) CBS; H-R; 4/6/53-9/26/54 (granted STA Sept. 16)

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) ABC, CBS, NBC; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

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Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 147,103
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-10/15/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54 (granted STA Sept. 14)
► KTAG (25) CBS, ABC, DuM; Young; 20,500
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54 (granted STA Sept. 10)
Portland—
► WCSH-TV (6) NBC; Weed; 123,700
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
► WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 60,384

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 484,930
Rochester—
► KROC-TV (10) NBC; Meeker; 85,485
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 489,100
► WMIN-TV (11) ABC, DuM; Blair; 484,930

THE SPOTLIGHT'S ON
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On the Air September 18th!

Serving 204,907 TV Families** in an area of 2,058,000 People

Covering four rich Piedmont states with Effective Buying Income of $2,411,466,000***

*operating at 170,000 watts, 2,850 feet above average terrain (FCC maximum for this altitude).

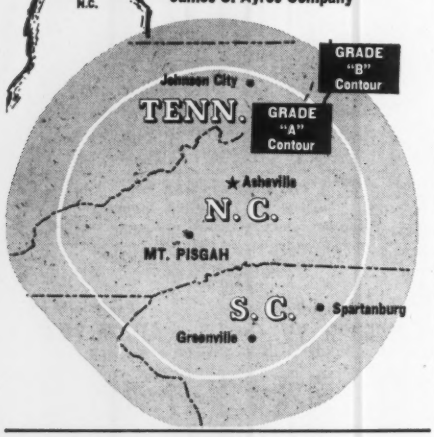
**A.C. Nielsen Co. Report U.S. Television Ownership by Counties as of November 1, 1953 and RTMA set sales figures for Western North Carolina, January through April, 1954.

***Sales Management Survey of Buying Power, May 10, 1954.

WLOS-TV, CHANNEL 13
ASHEVILLE, N.C.

National Representative
Venard, Rintoul and McConnell, Inc.

Southeastern Representative
James S. Ayres Company



FOR THE RECORD

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 120,475
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/26/54 (granted STA Sept. 7)
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 52,600
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 14,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
► KOB-TV (4) NBC; Branham; 43,797
► KGGM-TV (13) CBS; Weed; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-10/1/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.

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105,000
UHF Families in the Nation's 29th Retail Market
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*SOURCE ON REQUEST

Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 255,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 378,800
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 345,460
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 347,000
Utica—
WFRB (19) 7/1/53-Unknown
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 30,000
►WLOS-TV (13) ABC, DuM; Venard
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.
Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 415,313
Durham†—
►WTVD (11) ABC, NBC; Headley-Reed; 116,864
Fayetteville†—
WFLB-TV (18) 4/18/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 83,400
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 224,064
►WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 30,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 20,000

Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 500,000
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 288,132
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 173,820
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, DuM; Avery-Knodel
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 103,095
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
►KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 184,745
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 81,118
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 34,605
Harrisburg—
►WCMB-TV (27) Cooke
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 779,607
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 193,150
New Castle†—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,870
Scranton—
►WARM-TV (16) ABC; Hollingbery; 168,500
►WGBI-TV (22) CBS; Blair; 172,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 171,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 86,400

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WMUR TV

THE STATE STATION

VHF CHANNEL 9 MANCHESTER N. H

THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET

70% of entire New Hampshire population ..... **110,000 TV families**

PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area* ..... **115,000 TV families**

PLUS—*Coverage of south and eastern Vermont* ..... **15,000 TV families**

Total PRIMARY coverage 240,000 TV famlies

4 Million People Live in This Area ▶

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 51,000
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
WUSN-TV (2) NBC, DuM; H-R, 3/25/54-9/25/54
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 59,200
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
► WNOK-TV (67) CBS, DuM; Raymer; 60,000
Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-Oct. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 84,197

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 86,980
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,900

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BONDED

TV FILM SERVICE

LOS ANGELES • NEW YORK

904 N. La Cienega BR 2-7825 — 630 Ninth Ave. JU 6-1030

FASTER, SAFER, LESS COSTLY... *Because It's More Efficient!*

Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 194,682
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 54,929
► KGNC-TV (4) NBC, DuM; Katz; 54,929
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 57,280
KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 57,280
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000
325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 41,237
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 357,000
KTLJ (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 62,365
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell: 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
► WOAI-TV (4) NBC; Petry; 207,658
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 86,889
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 40,375
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 165,200
► KTVT (4) NBC; Blair; 165,200
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 329,247
► WTOV-TV (27) ABC, DuM; Forjoe; 112,000
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 462,058
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 370,100
► KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Bolling; 3/18/54-10/15/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 370,100
► KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WCHS-TV (8) CBS. DuM: Branham
► WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 442,240
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Meeker; 58,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 406,700
► WOKY-TV (19) ABC, DuM; Bolling; 343,057
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

CANADA

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 400; total cities with stations on air: 268. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,708,982.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

SEPTEMBER

Sept. 28: New England film directors, Hotel Statler, Boston.

Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.

Sept. 29-30: National Community Tv Assn., regional meeting, Bellevue Hotel, San Francisco.

Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 1-2: Radio-tv workshop, Kansas State College, Manhattan.

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Sept. 30 (7:45-8 p.m. EST): *Jane Froman Show*, General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EST) *Shower of Stars*, Chrysler Corp., through McCann-Erickson.

Oct. 4 (8-8:30 p.m.): *Burns and Allen*, alternate sponsors — Carnation Co. through Erwin Wasey and B. F. Goodrich through BBDO.

Oct. 4-8 (10-10:30 a.m.): *Garry Moore Show*, participating sponsors.

Oct. 13 (10-11 p.m.): *The Best of Broadway*, "The Man Who Came to Dinner," Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Oct. 8 (11-12 noon): *Home*, 8-minute pickup.

Oct. 10 (7:30-9 p.m.): *Max Liebman Presents*, "City Center Revue," Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Oct. 14 and each Thursday thereafter until Dec. 23 (9:30-10 p.m.): *Ford Theatre*, Ford Motor Co. through J. Walter Thompson.

Oct. 18 (8-9:30 p.m.) *Tonight at 8:30*, co-sponsored by Fort Motor Co. and RCA through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Adult Responsibility

THE COMMENTS of FCC Comr. Robert E. Lee regarding violations of the radio and television codes should be interpreted as a forecast of what may come if a small but unprincipled minority of radio and tv broadcasters persist in trying to gull the public.

As reported elsewhere in this issue, Mr. Lee is concerned about excessive commercialism, fraudulent advertising and bad taste.

It is not only advertising abuses that the government is scrutinizing. The Senate Subcommittee on Juvenile Delinquency reports it has received "thousands" of complaints about crime and horror programs, and the subcommittee presumably intends to investigate with a view toward deciding whether these are violations of the radio and tv codes.

Lamentably enough, there are ample grounds for the concern of Mr. Lee and the Senate subcommittee.

The advertising abuses with which Mr. Lee was dealing are especially evident. As he explained, they are being committed by a minority of stations, but they are profuse and objectionable enough to warrant corrective action.

Whether or not it can be proved that horror programs are a factor in juvenile delinquency, it cannot be denied that some of them are in questionable taste and, more importantly, are broadcast at hours of utmost convenience to youngsters. It will not come as news to conscientious broadcasters that both the codes suggest that crime-horror shows be aired after children's bedtimes.

In our view, television and radio have been used as convenient explanations for juvenile crimes which are traceable to far more complicated origins. The fact that an under-age thug says he learned how to murder by watching television does not explain why he murdered. The "why" is what the Senate subcommittee ought to get at.

But even if radio and tv cannot be proved to influence the juvenile crime rate, this does not relieve broadcasters of their responsibilities. To the extent possible, children's programs ought not only be to entertain but also to enlighten.

However primitive his sense of ethics, no broadcaster can wish for additional regulation by the government. Radio and television are already oppressed by infinitely more government interference than any other communications medium. All broadcasters must unite in resisting when signs of additional regulation appear.

At the same time they must join in elevating advertising and program standards—not in fear of government reprisal but in awareness of the terrible responsibility they bear in operating instruments of unmatched power to influence the public.

Media Mortality

BECAUSE of the newness of television, great emphasis has been placed upon the mortality of stations unable to survive the rigors of competition. It was the main theme of the recent Potter Subcommittee hearings. It is destined to become a prime factor in the hearings by the Bricker Investigating Committee in the Senate, and it has been one of the FCC's most vexatious problems.

Nearly 100 construction permits (almost one-fourth of them vhf) have been turned in since mid-1952 when tv authorizations were resumed following the Great Freeze. But there are 400 tv stations on the air—all except 108 of them post-freeze.

What is overlooked in the reckoning are the mortality rates in other media. Most of these figures are hard to come by. But one has only to travel the highways to detect the decline in billboards. The number of magazines launched each year is rather substantial. The number that survive is negligible.

What about newspapers? Lee Hills, the able young executive editor of the *Miami Herald* and *Detroit Free Press* cited an interesting statistic or two in an address before the annual convention of the Stereotypers & Electrotypers Union in Miami a few days ago. To quote:

> Newspapers also are becoming fewer and bigger, with many of the big ones shrinking. The casualty rate is too high. Last year 22 dailies merged, leaving 82% of all towns and cities having newspapers with only one daily. Nearly 850 newspapers have disappeared in the last 25 years. Production and other costs keep rising faster than revenues and the result is inevitable.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"By keeping initial costs and overhead low, we've found we can operate at a profit!"

Mr. Hills was talking about a medium that has 300 years of background. Television counts its years in a single digit.

The plight of other media cannot assuage the problem of the harried broadcaster. In a free economy the investor takes a calculated risk, whatever the nature of his business.

Edward Klauber

COLUMNS could be written about Edward Klauber, who died last week at 66. In 1931 he joined CBS after a distinguished career in journalism and in agency work. As a newsman he saw the opportunity that lay in news broadcasting. As much as any man in our times he was responsible for creation of the "fifth estate." He set the pattern for broadcasting on a business basis. He emerged from retirement after having served CBS 13 years to put the Office of War Information on a business basis back in 1943. That's the story of Edward Klauber, probably as he would have told it. His is one of the real success stories of American radio.

Rebel Yell

SOMETHING may be done after all about the multitude of meetings held each year by, of and for broadcasters. At last count there were just about 10 formal sessions, mostly regional or state, scheduled for this year.

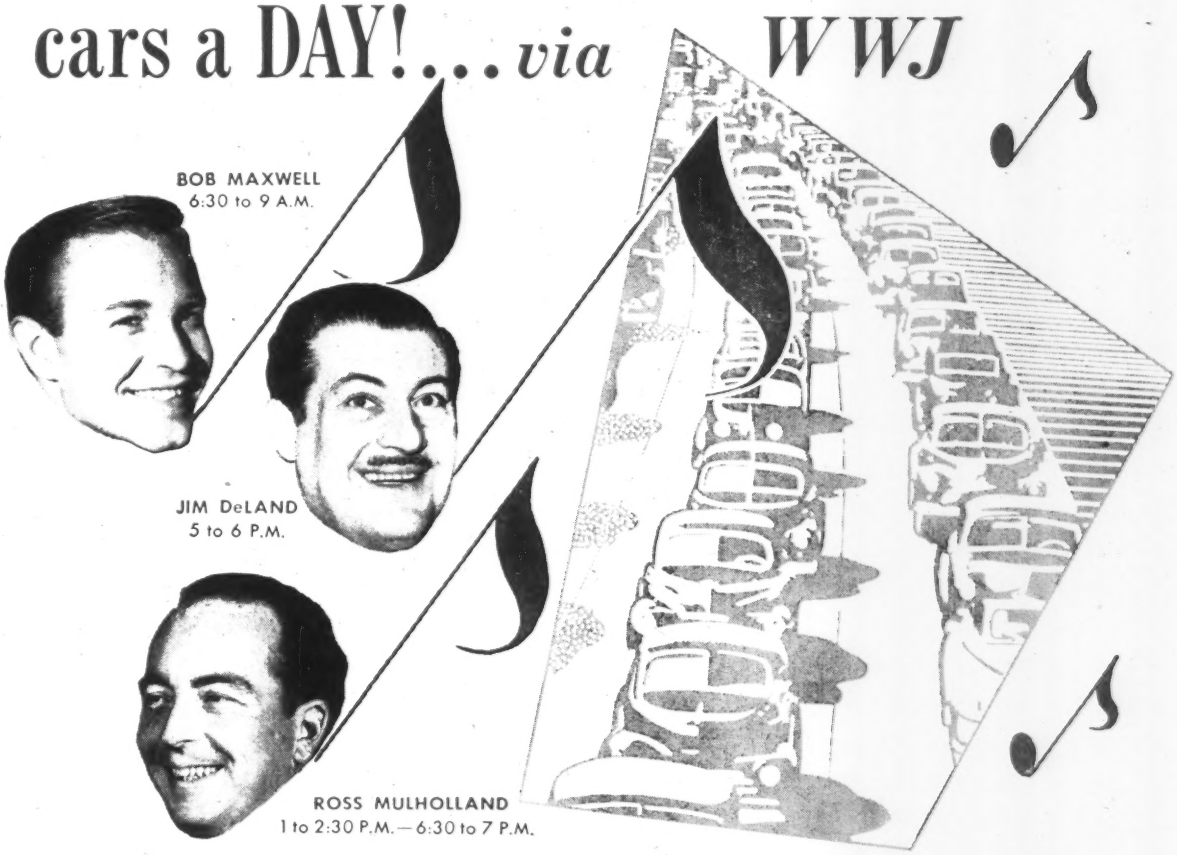
Last week, those embattled broadcasters of the Fourth District of NARTB (Virginia, North Carolina, South Carolina, District of Columbia) met in annual session. They heard President Harold Fellows discourse on the time and energy consumed in the ever-growing roster of meetings (a situation discussed in these columns with some regularity since 1950). They adopted a resolution that consideration be given to "amalgamation of meetings" before the 1955 schedules are set and they urged NARTB to "coordinate" needful adjustments to the end that the frequency and variety of locations of meetings be reduced.

We applaud the resolution. We think there's a waste of money and man-power in the current crop of meeting sprees. Some meetings are necessary to keep broadcasters current. There's no valid reason, however, why many of them cannot be consolidated and others eliminated altogether.

Eventually there's going to be a federation of all entities functioning in the area of broadcasting. Each passing year makes it more evident that one day there will be a federation acting as the legislative and public relations umbrella over the radio and television arts, functioning at the policy level. Under it will be the logical segments of the business of broadcasting.

The move toward reduction in meetings will constitute another step toward a national *Federation* of radio-tv broadcasters.

They PLAY to a Million cars a DAY!... *via* WWJ



Mornings, on their way to work—afternoons, on their way to shop—evenings, on their way home . . . for six of the heaviest traffic hours of the day, Detroit's one million car-radio owners are being serenaded by Detroit's "*Big Three*"—Maxwell, Mulholland and DeLand.

The popularity of the "Big Three" is easy to explain. They talk the language of their audiences, cater to their musical tastes, and drive home sales messages earnestly and persuasively.

That's why their client lists read like the "Who's Who" of local and national advertisers.

If YOU want to do a bigger sales job in the Detroit market, give the selling job to the "*Big Three*" on WWJ—Maxwell, Mulholland and DeLand. They've got the keys to a million cars.

See your Hollingbery man for facts and figures.

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WWJ AM-FM Basic NBC Affiliate

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.